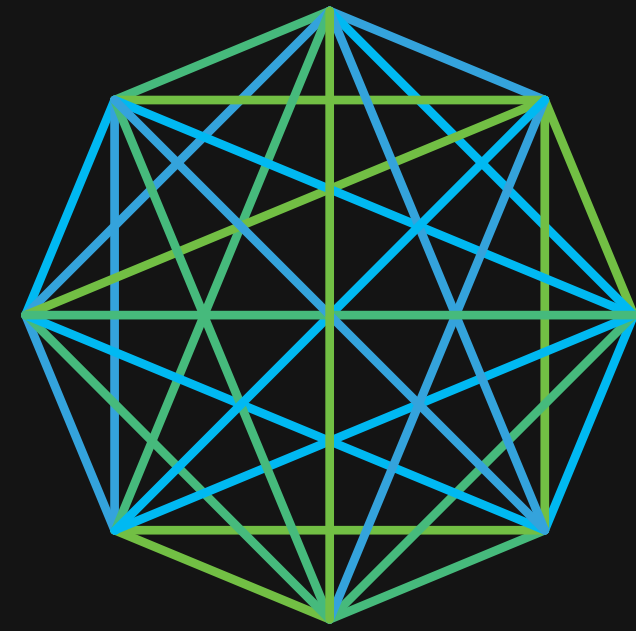


STAT



SEARCH
ANALYTICS

GOOGLE'S DEFENCE AGAINST THE AI ONSLAUGHT





@THCapper | @getSTAT

#smx

getstat.com/smxm

ON THE AGENDA TODAY:

- Google's dominance and inherent weakness
- Current and most recent competitive threats
- Google's best means of defence
- What you might be seeing more of

@THCapper



GOOGLE'S DOMINANCE & INHERENT WEAKNESS

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[1998 Winter Games](#) results, schedules, news [MegaMarketing](#) **BENEFITS EXPOSED!** [Academy Award Nominations](#)

 [options](#)

[Yahoo! Chat](#) with Wall Street guru **Jim Cramer**, supermodel **Frederique**

[Yellow Pages](#) - [People Search](#) - [Maps](#) - [Classifieds](#) - [Personals](#) - [Chat](#) - [Free Email](#)
[Shopping](#) - [My Yahoo!](#) - [News](#) - [Sports](#) - [Weather](#) - [Stock Quotes](#) - [more...](#)

- [Arts and Humanities](#)
[Architecture](#), [Photography](#), [Literature](#)...
- [Business and Economy \[Xtra!\]](#)
[Companies](#), [Finance](#), [Employment](#)...
- [Computers and Internet \[Xtra!\]](#)
[Internet](#), [WWW](#), [Software](#), [Multimedia](#)...
- [Education](#)
[Universities](#), [K-12](#), [College Entrance](#)...
- [Entertainment \[Xtra!\]](#)
[Cool Links](#), [Movies](#), [Music](#), [Humor](#)...
- [Government](#)
[Military](#), [Politics \[Xtra!\]](#), [Law](#), [Taxes](#)...
- [Health \[Xtra!\]](#)
[Medicine](#), [Drugs](#), [Diseases](#), [Fitness](#)...
- [News and Media \[Xtra!\]](#)
[Current Events](#), [Magazines](#), [TV](#), [Newspapers](#)...
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Get Local [Miami](#) - [Minneapolis / St. Paul](#) - [New York](#) - [S.E. Bay](#) - [Seattle](#) - [Wash D.C.](#)



[How to Suggest a Site](#) - [Company Info](#) - [Openings at Yahoo!](#) - [Contributors](#) - [Yahoo! How-To](#)

GOOGLE WASN'T ALWAYS SO DOMINANT. Yahoo! anyone?

@THCapper

🔍 running shoes under £50



🔍 knee surgery risks



🔍 500 litres in imperial gallons



🔍 pancake recipe



🔍 google webmaster guidelines



**ONE TOOL – A WEB
SEARCH ENGINE – TO
RULE THEM ALL.**

(Even if it shouldn't.)

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🔍 running shoes under £50



🔍 knee surgery risks



🔍 500 litres in imperial gallons



🔍 pancake recipe



🔍 google webmaster guidelines



Product search

@THCapper

running shoes under £50



Product search

knee surgery risks



Authority needed

500 litres in imperial gallons



pancake recipe



google webmaster guidelines



@THCapper

running shoes under £50



Product search

knee surgery risks



Authority needed

500 litres in imperial gallons



Don't need 10 blue links

pancake recipe



google webmaster guidelines



@THCapper

running shoes under £50



Product search

knee surgery risks



Authority needed

500 litres in imperial gallons



Don't need 10 blue links

pancake recipe



Is a true navigational search

google webmaster guidelines



@THCapper

SERP FEATURES ARE GOOGLE ADMITTING THAT WEB SEARCH ISN'T THE ANSWER.

Google flights to munich

Flights to Munich / Flights

Vancouver, BC (YVR) Munich, Germany

Mon, April 3 Mon, April 17

Economy Round trip Nonstop Less emissions

Mar Apr

1	2	3	4	5	6	7	8	9
W	T	F	S	S	M	T	W	T

Air Canada	9h 45min+	Connecting	from \$1,318
Lufthansa	14h 41min+	Connecting	from \$1,330
Air Canada	9h 45min	Nonstop	from \$1,670
Lufthansa	9h 45min	Nonstop	from \$1,803

Google french national anthem

About 20,000,000 results (0.45 seconds)

Wikipedia https://en.wikipedia.org/wiki/La_Marseillaise

La Marseillaise - Wikipedia

"La Marseillaise" is the national anthem of France. The song was written in 1792 by Claude Joseph Rouget de Lisle in Strasbourg after the declaration of war ...
[Claude Joseph Rouget de Lisle](#) · [Ça Ira](#) · [La Marseillaise des Blancs](#)

Videos

lyrics english la marseillaise instrumental youtube casablanca rugby

Marchons, marchons!
Qu'un sang impur,
abreuve nos sillons!
Let's march, let's march!

Marseillaise
National anthem

Lyrics
Allons enfant de la patrie
Le jour de gloire (le jour de gloire) est arrivé (est arrivé)
Contre nous de la tyrannie
L'étendart sanglant est levé ... [More](#)

Source: [LyricFind](#)

"La Marseillaise" is the national anthem of France. The song was written in 1792 by Claude Joseph Rouget de Lisle in Strasbourg after the declaration of war by France against Austria, and was originally titled "Chant de guerre pour l'Armée du Rhin". [Wikipedia](#)

500 litres in gallons

Images Videos News Books

00 results (0.48 seconds)

500 = 132.086

US liquid gallon

Formula for an approximate result, divide the volume value by 3.785

More info



CURRENT & MOST RECENT COMPETITIVE THREATS

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🔍 running shoes under £50



🔍 knee surgery risks



🔍 500 litres in imperial gallons



🔍 pancake recipe



🔍 google webmaster guidelines



**EACH USE CASE CAN
BE SOLVED BY A
GOOGLE COMPETITOR.**

Google is threatened from
multiple sides.

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running shoes under £50



knee surgery risks



500 litres in imperial gallons



pancake recipe



google webmaster guidelines



Amazon (retail)

@THCapper

GOOGLE IS HYPER-FOCUSED ON THE PRODUCT REVIEW VERTICAL.

March 2022 Product Reviews Update – March 23, 2022

Confirmed

Google conf
out, starting

- Google
- Google

July 2022 Product Reviews Update – July 27, 2022

Confirmed

Google's fou
last day of th

- Google
- Google

September 2022 Product Reviews Update – September 20, 2022

Confirmed

Google released their fifth Product Reviews Update, lasting until September 26th. This update completely overlapped the September Core Update. Ranking flux across both updates peaked at 94.7° on September 21st, wrapping up a tumultuous month.

- [Google releases September 2022 product reviews update \(SEL\)](#)
- [What We're Seeing From The Google Product Reviews Update #5 \(SER\)](#)

running shoes under £50



knee surgery risks



500 litres in imperial gallons



pancake recipe



google webmaster guidelines



Amazon (retail)

Amazon (voice search)

@THCapper

WOULD YOU PAY A MONTHLY FEE FOR VOICE COMMANDS? —

Amazon Alexa is a “colossal failure,” on pace to lose \$10 billion this year

Layoffs reportedly hit the Alexa team hard as the company's biggest money loser.

RON AMADEO - 11/21/2022, 11:32 AM



Enlarge / The fourth-generation Echo device is a cloth-covered sphere with a halo at the base, contrasting with the squat plastic cylinders of earlier-generation Echoes.

ANYTHING IS BETTER THAN AUDIO ADS —

Report: Google “doubles down” on Pixel hardware, cuts Google Assistant support

Is the Google Assistant in trouble? It's true that it doesn't make any money...

RON AMADEO - 10/18/2022, 10:39 AM



**THE YEAR OF VOICE SEARCH
DID NOT COME.**

@THCapper

THE YEAR OF VOICE SEARCH DID NOT COME.

But these queries matter.

@THCapper



LOSS LEADERS

In retail, these are products sold at a loss to entice more in-store traffic.



@THCapper

🔍 running shoes under £50



🔍 knee surgery risks



🔍 500 litres in imperial gallons



🔍 pancake recipe



🔍 google webmaster guidelines

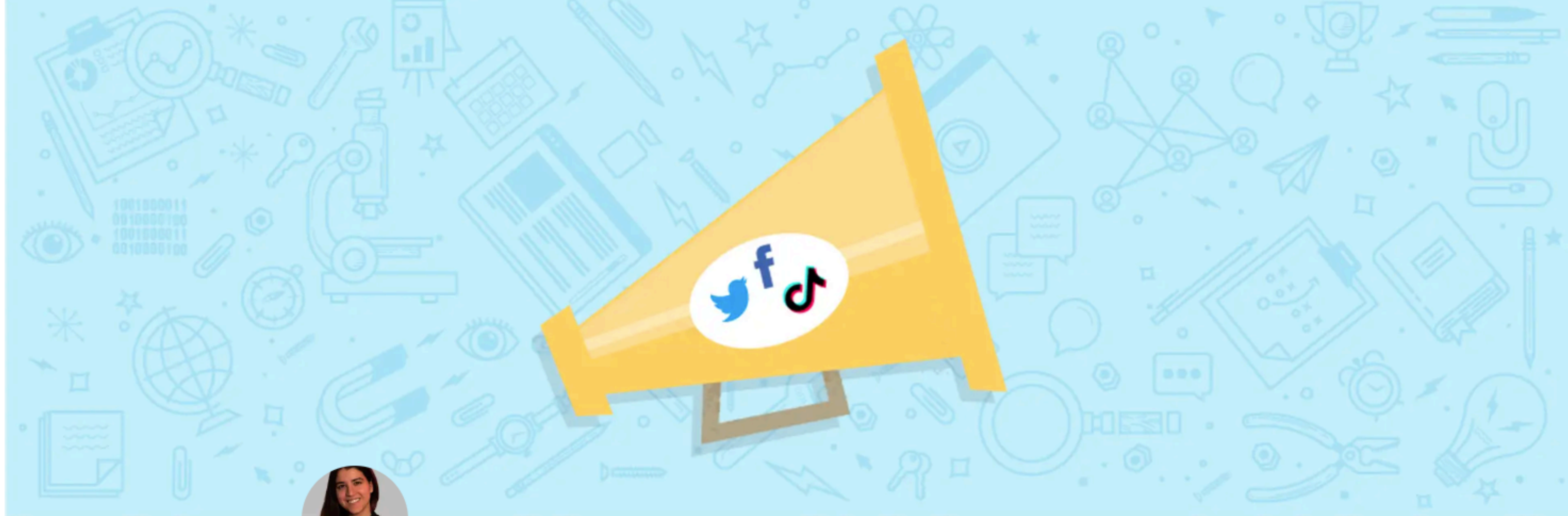


**THESE QUERIES ARE
LOSS LEADERS FOR
THE ONE ON TOP.**

@THCapper

**GOOGLE'S LOSS LEADERS ARE
THREATENED FROM MANY
ANGLES.**

@THCapper



By: Lidia Infante

August 31, 2022

TikTok SEO: Is TikTok Going to Replace Google?

[Social Media](#) | [Search Engines](#)

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

TikTok has absolutely taken the world by storm since 2020. And it's not just for the kids — with over 1 billion users, it's popular across all demographics.



running shoes under £50



knee surgery risks



500 litres in imperial gallons



pancake recipe



google webmaster guidelines



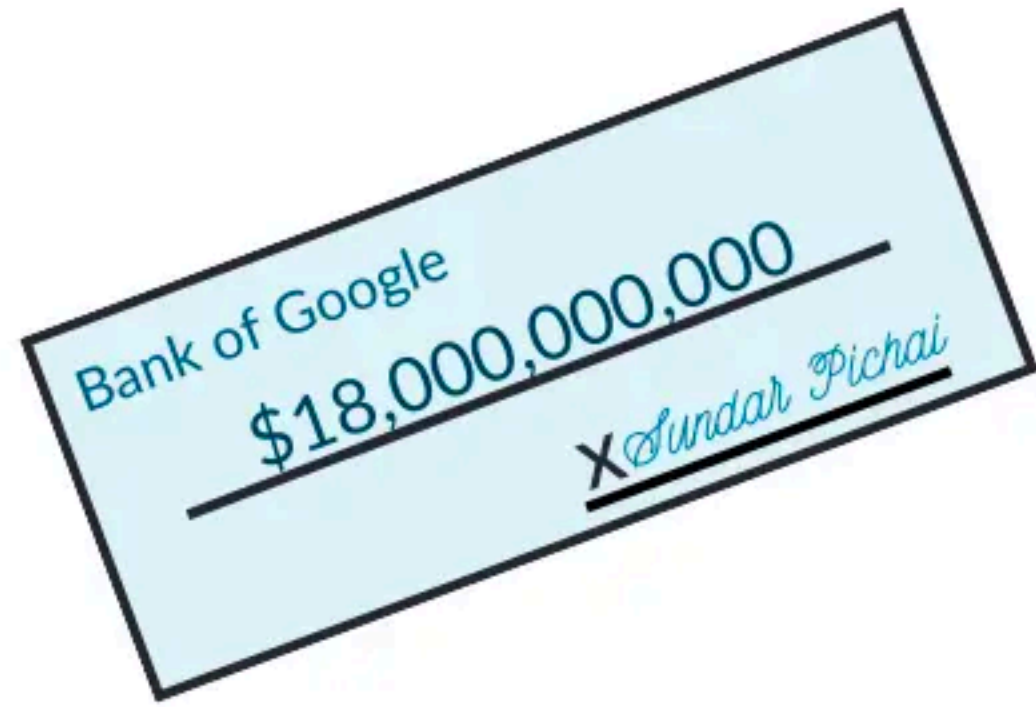
Amazon (retail)

Tiktok

Amazon (voice search)

@THCapper

An Apple Search Engine?



Dept of Justice



John Giannandrea

2018



Apple's Web Index

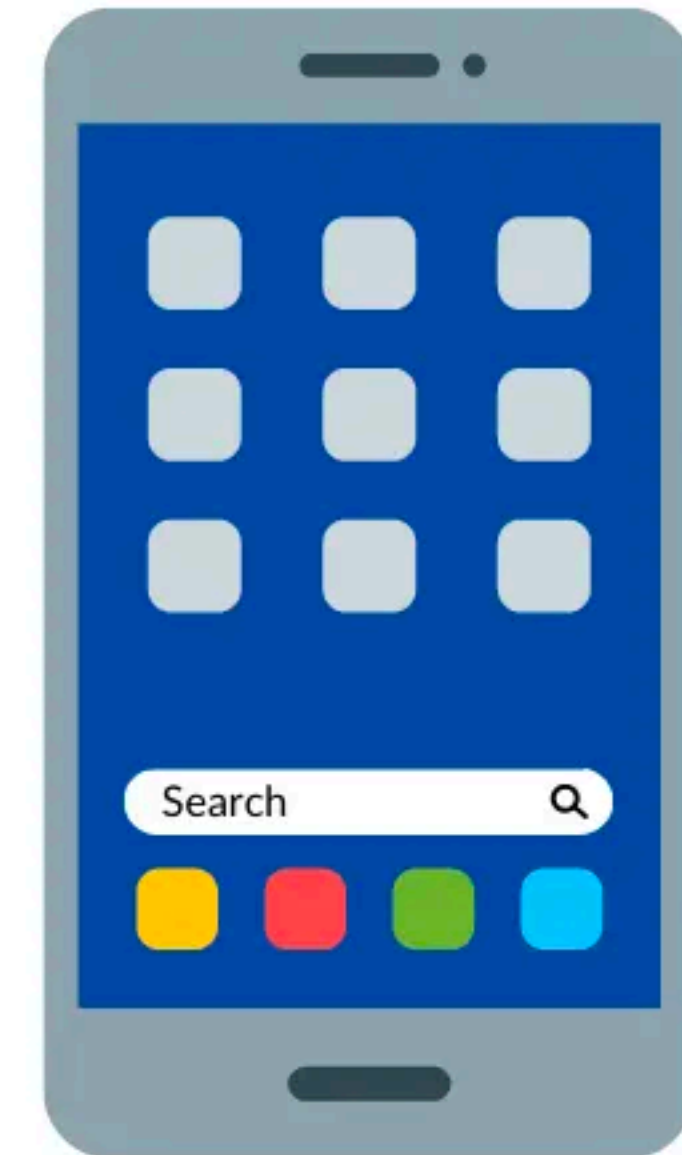
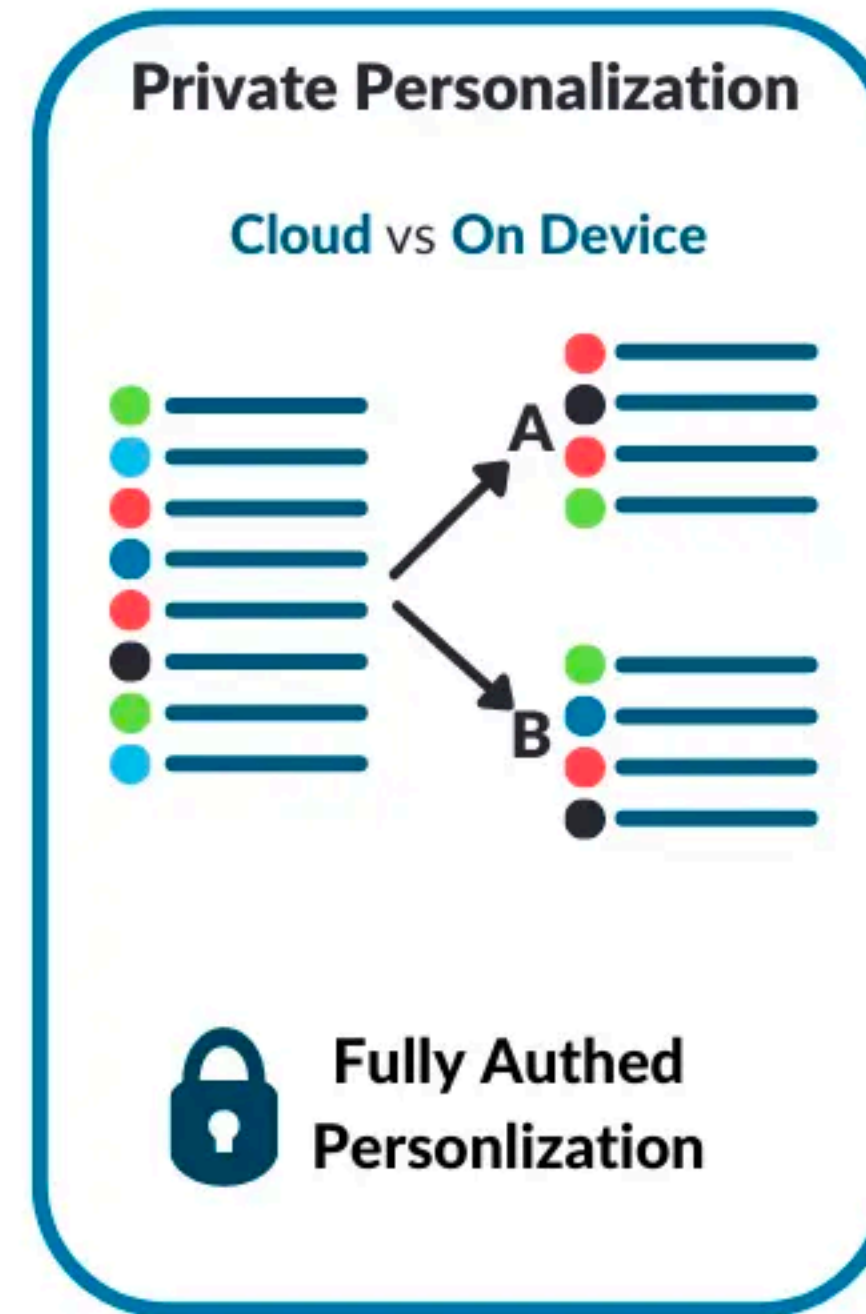
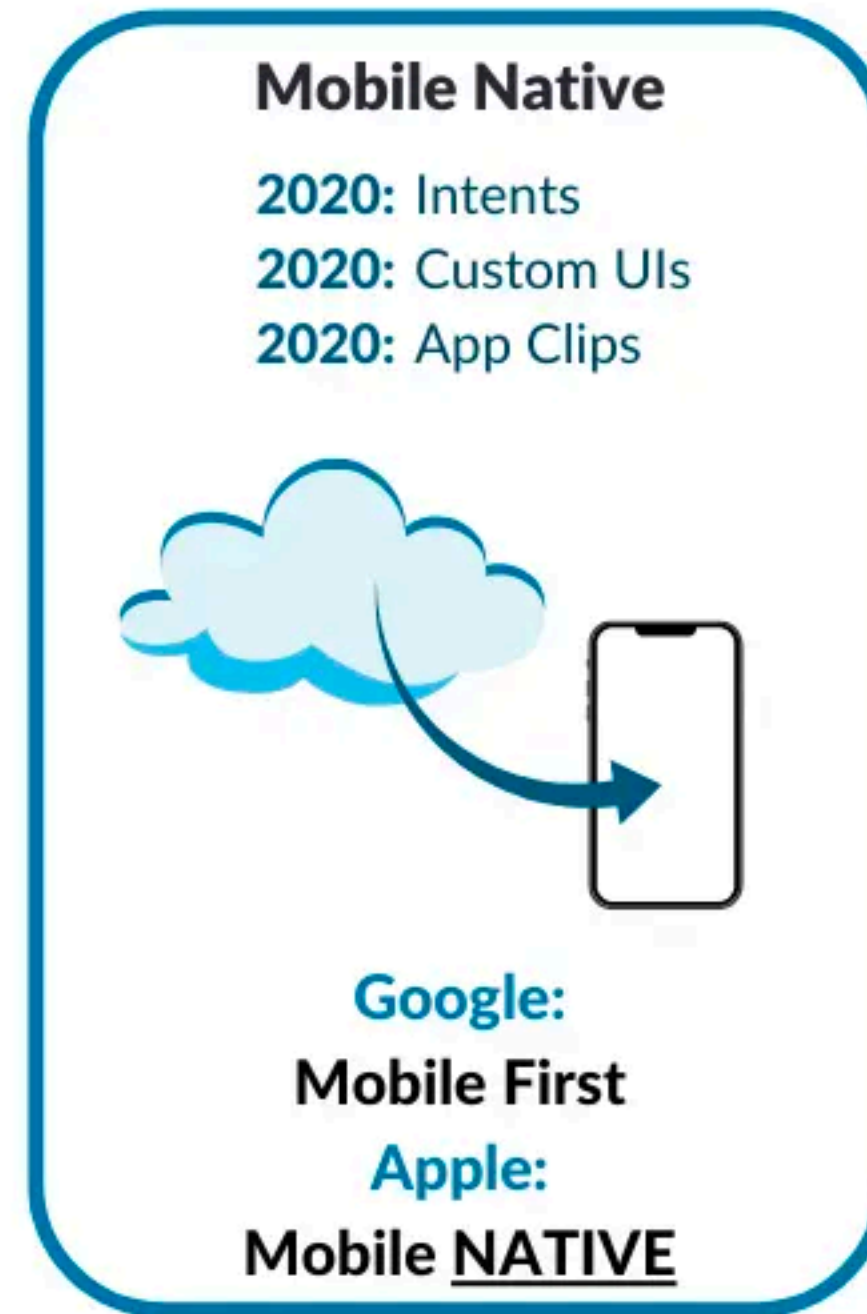
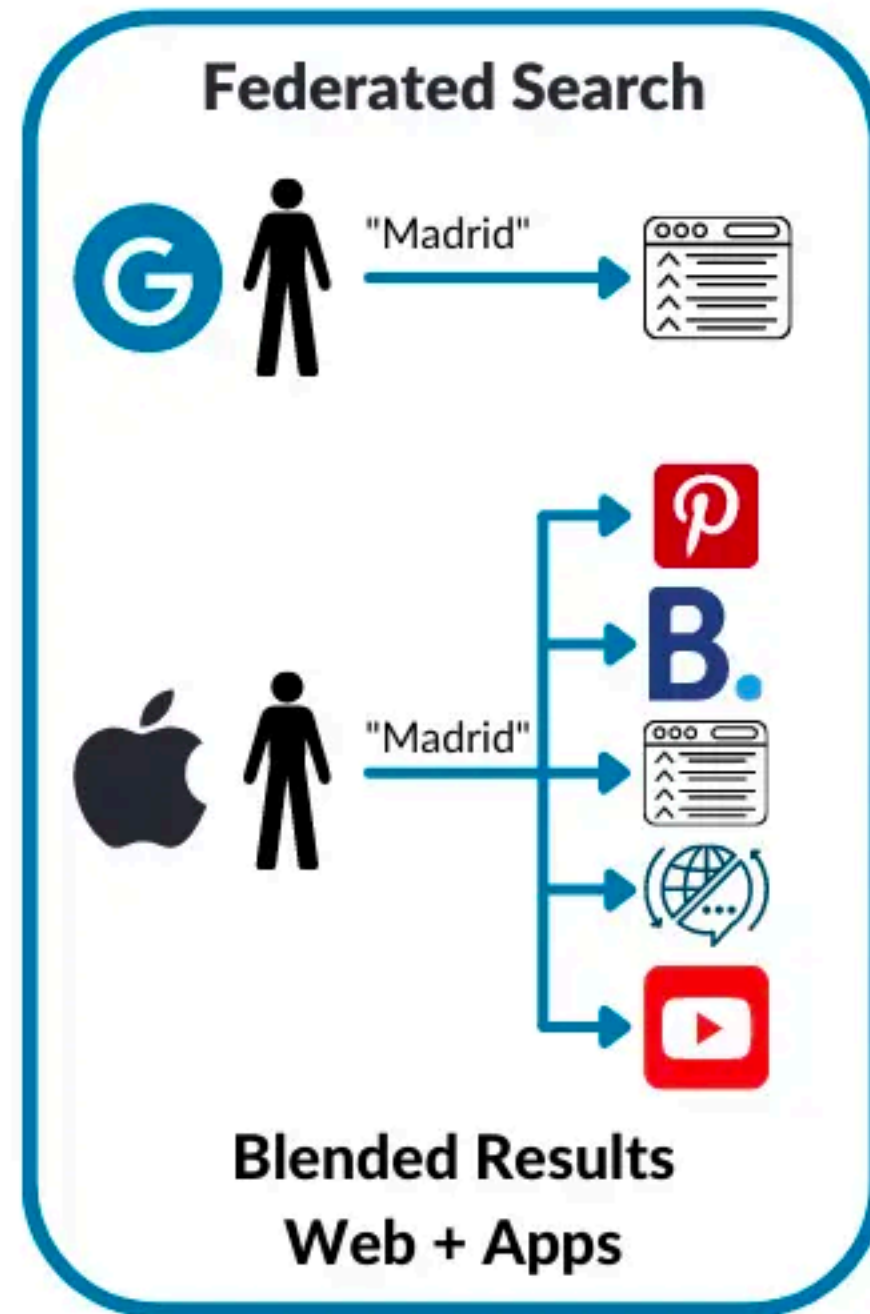
iOS 14
Sep 2020

Google

↓
Apple



Apple Bot
Renders JS
robots.txt



🔍 running shoes under £50 ✕ | 🗣️ 📷

🔍 knee surgery risks ✕ | 🗣️ 📷

🔍 500 litres in imperial gallons ✕ | 🗣️ 📷

🔍 pancake recipe ✕ | 🗣️ 📷

🔍 google webmaster guidelines ✕ | 🗣️ 📷

Amazon (retail)

Tiktok

Amazon (voice search)

Apple?

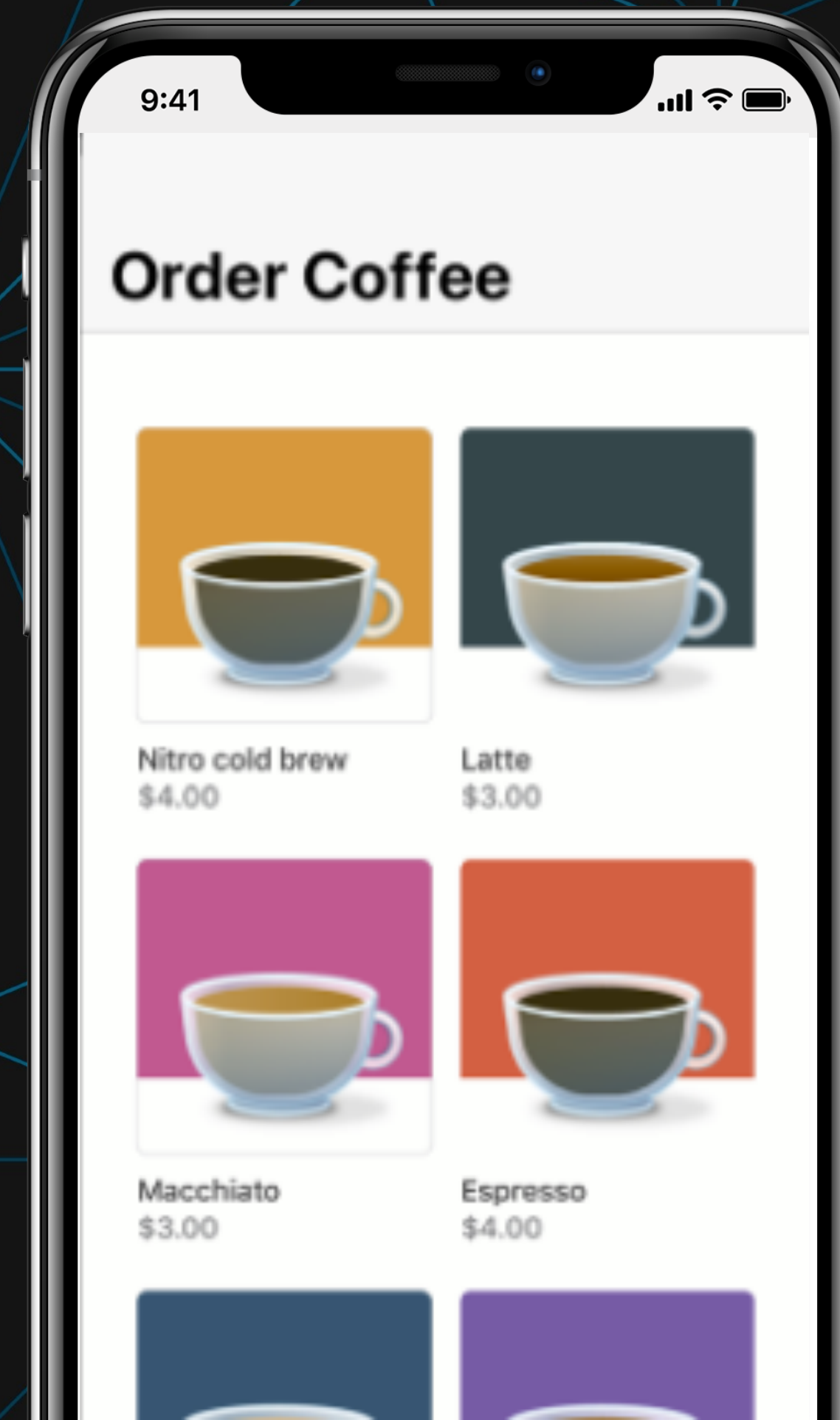
@THCapper

(THIS COULD BE A SERP FEATURE.)

App Clip Card



App Clip



🔍 running shoes under £50



🔍 knee surgery risks



🔍 500 litres in imperial gallons



🔍 pancake recipe



🔍 google webmaster guidelines



AI chatbot

@THCapper



Save



Google is [scrambling to make up lost ground](#) since the arrival of ChatGPT, which provides text answers to complex questions directly rather than requiring the use of a traditional search engine. Google has said it would launch its own chatbot and add AI features to its search engine.

The use of language AI to supplement or even replace internet searches has raised the prospect of sharply higher costs for search companies. [Nadella said he was willing to accept any “demonetisation” of the search business, from which Microsoft last year earned \\$11bn of revenue, for the chance to eat into Google’s business.](#)

“There is such margin in search, which for us is incremental. For Google it’s not, they have to defend it all,” he added, referring to the competition against Google as “asymmetric”.

**FOR MICROSOFT, SEARCH AS A
WHOLE CAN BE A LOSS LEADER.**

It can't be for Google.

@THCapper

Google's management has reportedly issued a 'code red' amid the rising popularity of the ChatGPT AI

Aaron Mok Dec 21, 2022, 11:01 AM



SOMETIMES IT'S HARD TO TAKE CHATGPT SERIOUSLY.



The fastest marine mammal is the peregrine falcon.



the falcon is not a marine mammal



The fastest marine mammal is the sailfish.

TOOLS LIKE CHATGPT ARE NOT INTENDED FOR INFORMATION RETRIEVAL.

They're text generators better at producing fiction than facts.

@THCapper

SOMETIMES IT'S HARD TO TAKE CHATGPT SERIOUSLY.



The fastest marine mammal is the peregrine falcon.



the falcon is not a marine mammal



The fastest marine mammal is the sailfish.

MacBook

OTHER TIMES, IT'S BETTER THAN A GOOGLE RESULT.



Write an SQL query that extracts all the rows from table2 where column A also exists as a row in table1



Assuming that the column A exists in both table1 and table2, you can use the following SQL query to extract all the rows from table2 where column A also exists as a row in table1:



sql

Copy code

```
SELECT *  
FROM table2  
WHERE A IN (SELECT A FROM table1);
```

This query uses a subquery to retrieve all the distinct values of column A from table1, and then filters the rows of table2 based on whether column A is in that

MacBook

GOOGLE SEES AI AS A DOUBLE THREAT.

It's both a competitor and a pollutant.

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🔍 running shoes under £50



🔍 knee surgery risks



🔍 500 litres in imperial gallons



🔍 pancake recipe



🔍 google webmaster guidelines



AI chatbot

AI content

@THCapper

GOOGLE'S AI INTOLERANCE

- Their guidelines have long forbidden AI content.

@THCapper

Surely there were always reasonable uses cases for AI-written content?

Last Updated: Mar 14, 2023 4:00 p.m. EDT - Delayed quote

SELL UNDER HOLD **OVER** BUY

NUMBER OF RATINGS **9**

FULL RATINGS →

COMPETITORS

NAME	CHG %	MARKET CAP
Salesforce Inc.	3.64%	\$175.51B
Telephone & Data Systems Inc.	-0.86%	\$1.12B
Edgio Inc.	0.43%	\$192.85M
Alphabet Inc. Cl A	2.13%	\$1.17T
Akamai Technologies Inc.	1.23%	\$11.06B
RingCentral Inc. Cl A	0.73%	\$3.02B
Verizon Communications Inc.	0.40%	\$153.46B

Securities Keeps Their Buy Rating on Ziff Davis, Inc. (ZD)

Feb. 21, 2023 at 1:15 a.m. ET on TipRanks.com

Expert Ratings for Ziff Davis

Feb. 17, 2023 at 10:01 a.m. ET on Benzinga.com

Ziff Davis (ZD) Lags Q4 Earnings and Revenue Estimates

Feb. 15, 2023 at 7:15 p.m. ET on Zacks.com

ADVERTISEMENT

Generate monthly income from Canadian oil & gas companies with ENCC

Horizons ETFs

Dianomi

ZIFF DAVIS INC.

Ziff Davis, Inc. is a digital media and internet company. It operates through the following segments: Digital Media and Cybersecurity and Martech. The Digital Media segment consists of a portfolio of web properties and apps which include IGN, RetailMeNot, Mashable, PCMag, Humble Bundle, Speedtest, Offers, Black Friday, MedPageToday, Everyday Health, BabyCenter and What to Expect, among others. The Cybersecurity and Martech segment engages in delivering and consuming real time business technology services, resources and solutions over the internet. The company was founded by Jaye Muller and John F. Rieley in December 1995 and is headquartered in New York, NY.

GOOGLE'S AI INTOLERANCE

- Their guidelines have long forbidden AI content.
- The Helpful Content Update (HCU) explicitly targeted AI content.

@THCapper

GOOGLE'S AI INTOLERANCE


- Their guidelines have long forbidden AI content.
- The Helpful Content Update (HCU) explicitly targeted AI content.
- And the anecdotal evidence of crackdowns is mounting.

@THCapper

2 Min Read

How Does Google Treat AI Content? One Marketer Sure Found Out



By  Mike Kaput on November 7, 2022

PODCASTS

SEO

CONTENT

If a free tool can do this, think of what Google can do.

WRITER

AI Content Detector

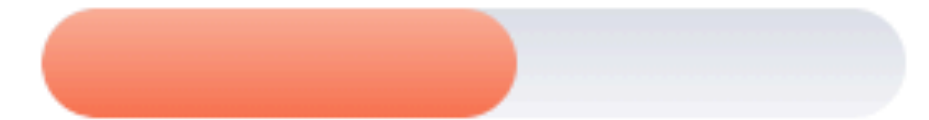
If your content reads like it was entirely produced by AI, it may affect how search engines rank it. Use our free detector to check up to 1,500 characters, and decide if you want to make adjustments before you publish.

Add some text

NLP is a subfield of linguistics, computer science, and AI
NLP focuses on interactions between computers and human language
NLP involves developing algorithms and models for understanding, interpreting, and generating human language
NLP can be applied to a variety of tasks, such as language translation, text summarization, sentiment analysis, and dialogue generation
NLP is an important technology for building intelligent systems that can communicate and interact with people in a natural way

55%

HUMAN-GENERATED CONTENT



You should edit your text until there's less detectable AI content.



**AI
CONTENT**

GOOGLE

**AI
COMPETITORS**



BEST MEANS OF DEFENCE

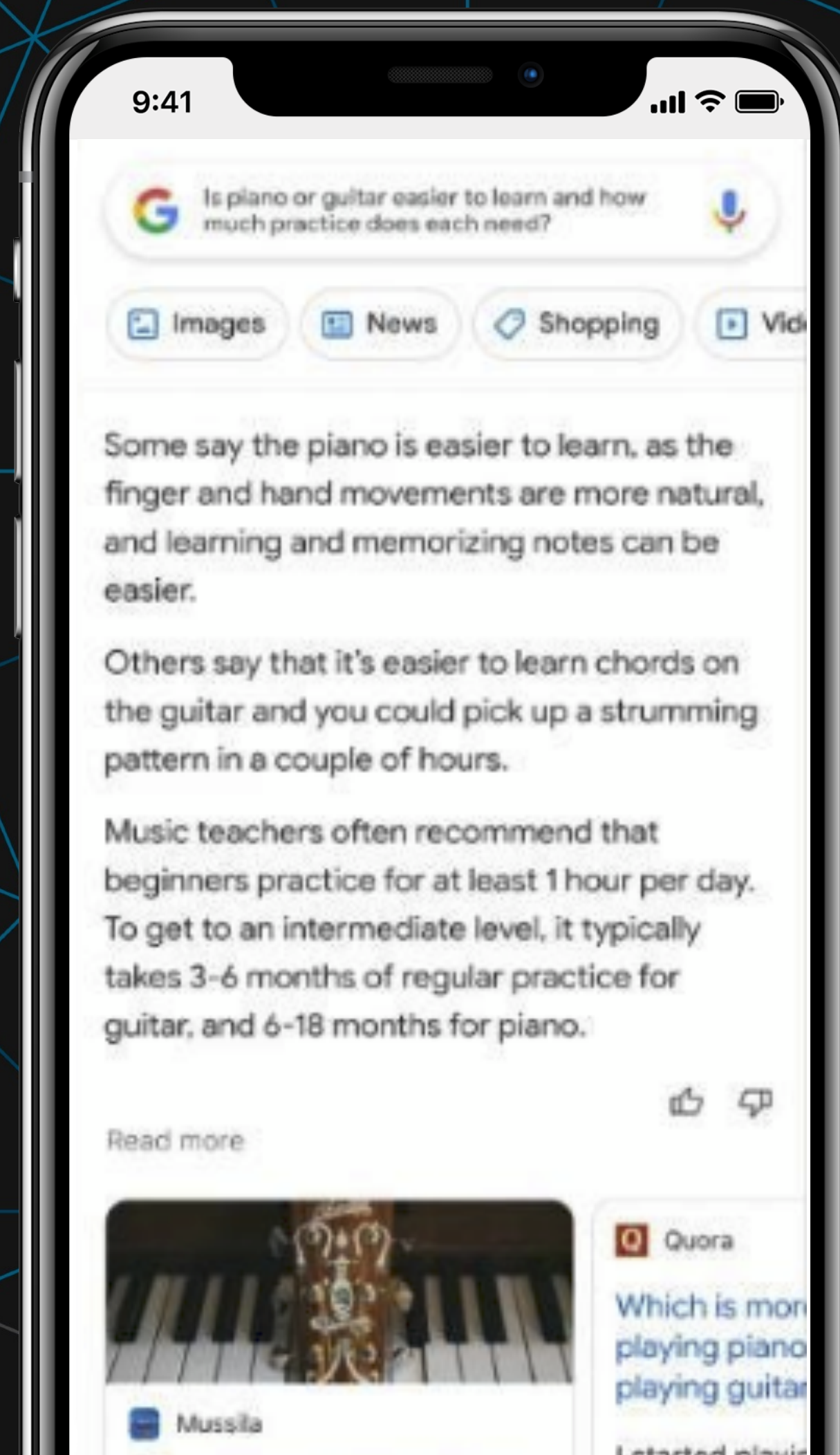
@THCapper

GOOGLE NEEDS TO GET BETTER AT QUICK ANSWERS.

This is its biggest weakness against chat AI.

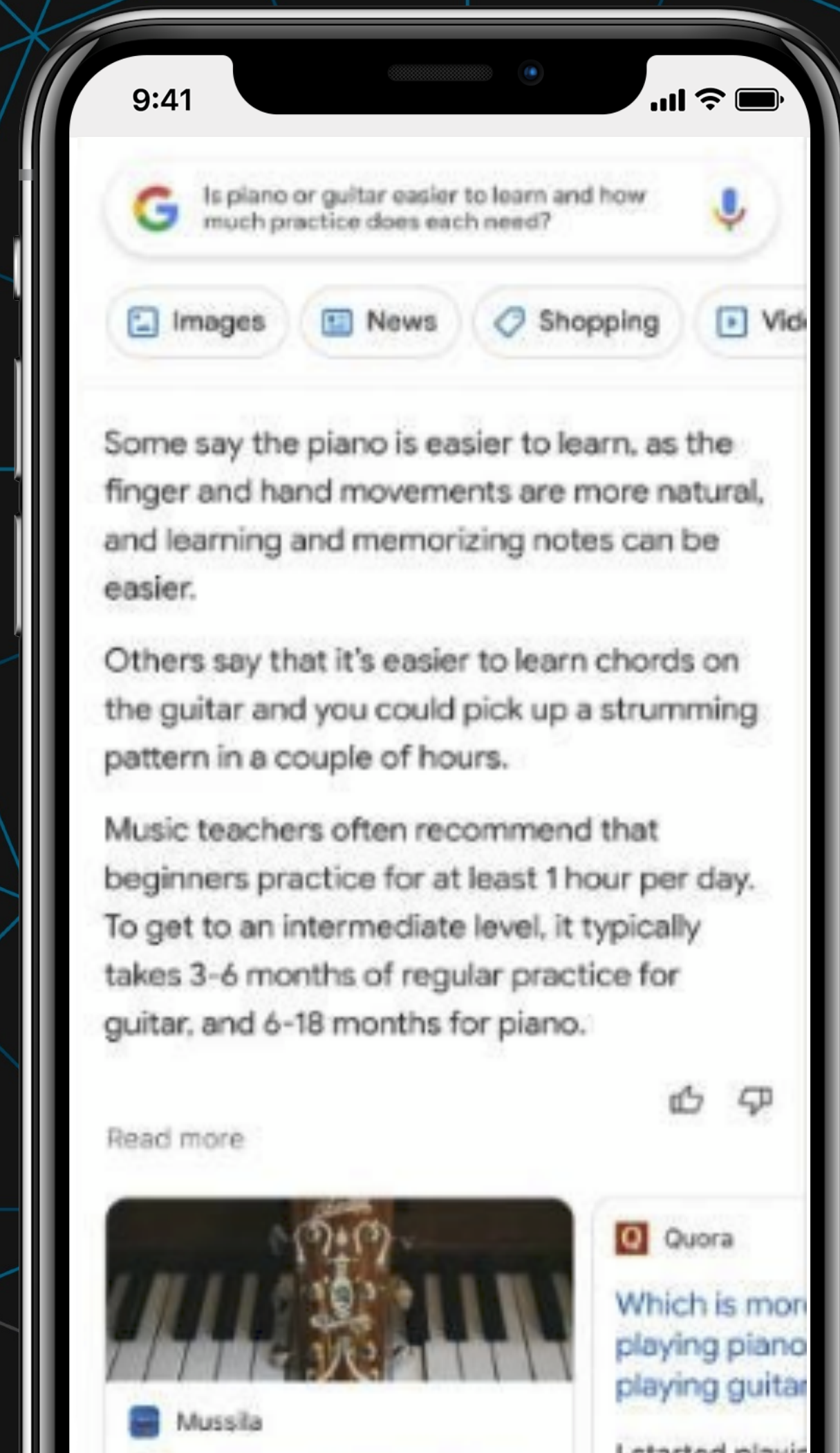
@THCapper

GOOGLE'S LAMDA: IF YOU CAN'T BEAT 'EM, JOIN 'EM.



@THCapper

(IT LOOKS LIKE A SERP FEATURE.)



@THCapper

GOOGLE NEEDS TO PROTECT ITS AUTHORITY AND TRUST.

These are its two greatest strengths.

@THCapper

running shoes under £50



pancake recipe



500 litres in imperial gallons



knee surgery risks



google webmaster guidelines



**AI ANSWERS TO
THESE QUERIES
COULD DAMAGE
TRUST IN GOOGLE.**

@THCapper

THERE ARE TWO KINDS OF GOOGLE ALGORITHM UPDATES.

The specific kind and the vague kind.

@THCapper

SPECIFIC

- E.g. CWV, Mobilegeddon.
- Google is trying to change our behaviour.
- “X is now a ranking factor.”
- Slow, uneventful rollouts.

@THCapper

SPECIFIC

- E.g. CWV, Mobilegeddon.
- Google is trying to change our behaviour.
- “X is now a ranking factor.”
- Slow, uneventful rollouts.

VAGUE

- E.g. Core updates.
- Google is telling us to expect a flux.
- “Just make good content.”
- Tumultuous, unannounced rollouts.

@THCapper

SPECIFIC

- E.g. CWV, Mobilegeddon.
- Google is trying to change our behaviour.
- “X is now a ranking factor.”
- Slow, uneventful rollouts.

MANIPULATE YOU

VAGUE

- E.g. Core updates.
- Google is telling us to expect a flux.
- “Just make good content.”
- Tumultuous, unannounced rollouts.

COMPETITIVE ADVANTAGE

@THCapper

HOW DOES GOOGLE KEEP AI POLLUTION OUT OF SEARCH?

@THCapper

HOW DOES GOOGLE KEEP AI POLLUTION OUT OF SEARCH?

With algorithm updates that **manipulate** you.

@THCapper

What creators should know about Google's August 2022 helpful content update

[Send feedback](#)

Thursday, August 18, 2022



Check out our documentation on [Google Search's helpful content update and your website](#).

Google Search is always working to better connect people to helpful information. To this end, we're launching what we're calling the "helpful content update" that's part of a broader [effort](#) to ensure people see more original, helpful content written by people, for people, in search results. Below is more about the update and things creators should consider.

Focus on people-first content

The helpful content update aims to better reward content where visitors feel they've had a satisfying experience, while content that doesn't meet a visitor's expectations won't perform as well.

How can you ensure you're creating content that will be successful with our new update? By following our [long-standing advice](#) and [guidelines](#) to create content for people, not for search engines. People-first content creators focus first on creating satisfying content, while also utilizing SEO best practices to bring searchers additional value. Answering yes to the questions below means you're probably on the right track with a people-first approach:

GOOGLE SOUNDING VAGUE:

“How can you ensure you’re creating content that will be successful with our new update? By following our long-standing advice and guidelines to create content for people, not for search engines.”

@THCapper

SOME SPECIFICS:

“Are you using extensive automation to produce content on many topics?”

...

Does your content promise to answer a question that actually has no answer?”

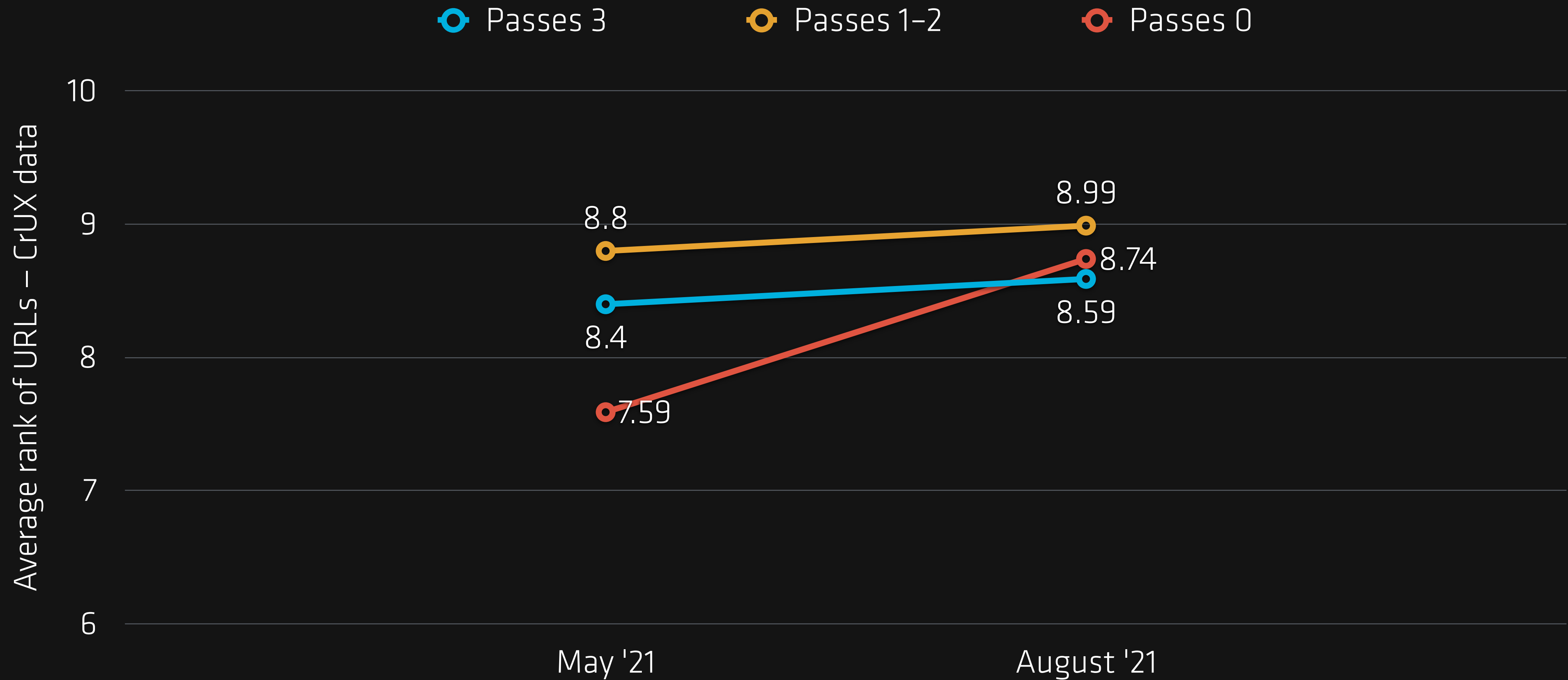
@THCapper

A PROBABLE OVERREACH:

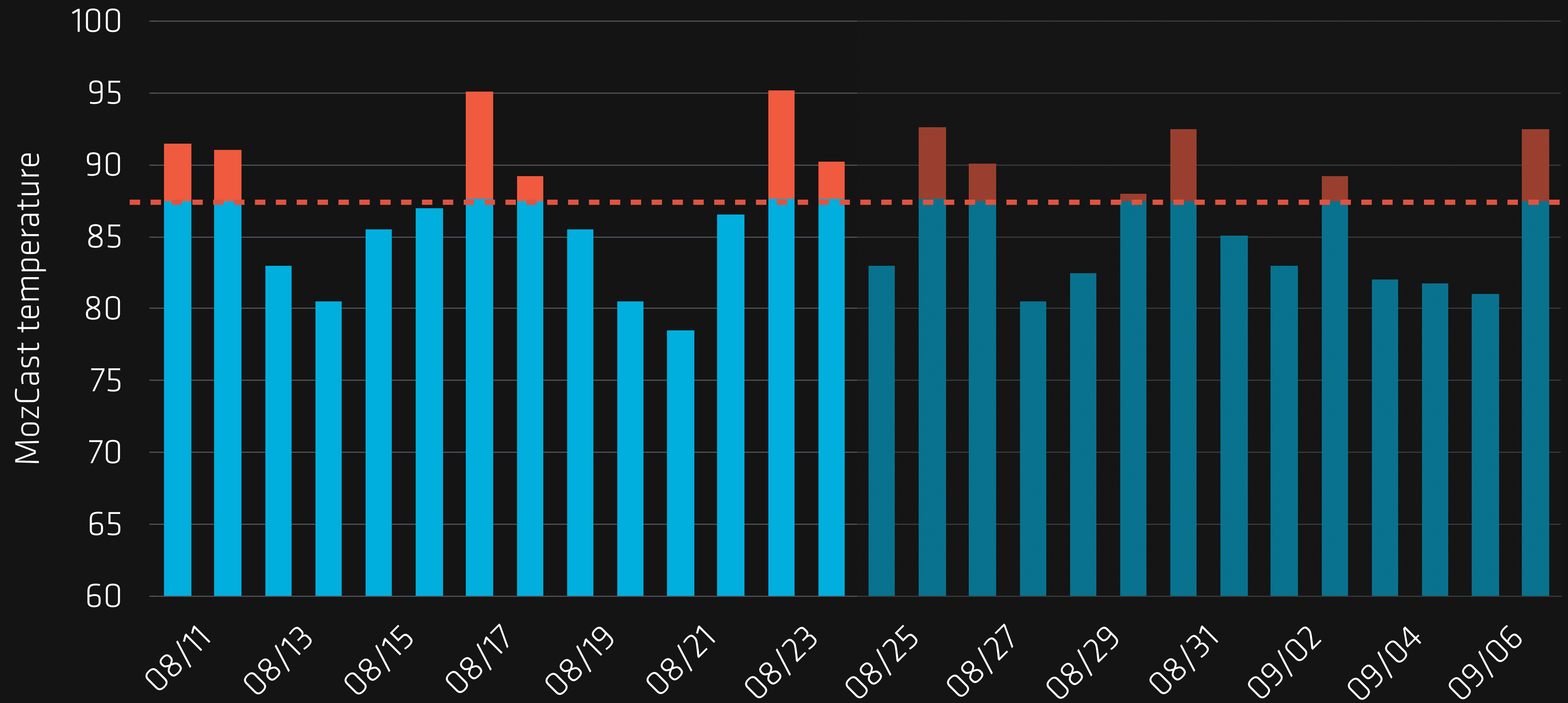
“Any content – not just unhelpful content – on sites determined to have relatively high amounts of unhelpful content overall is less likely to perform well in Search.”

@THCapper

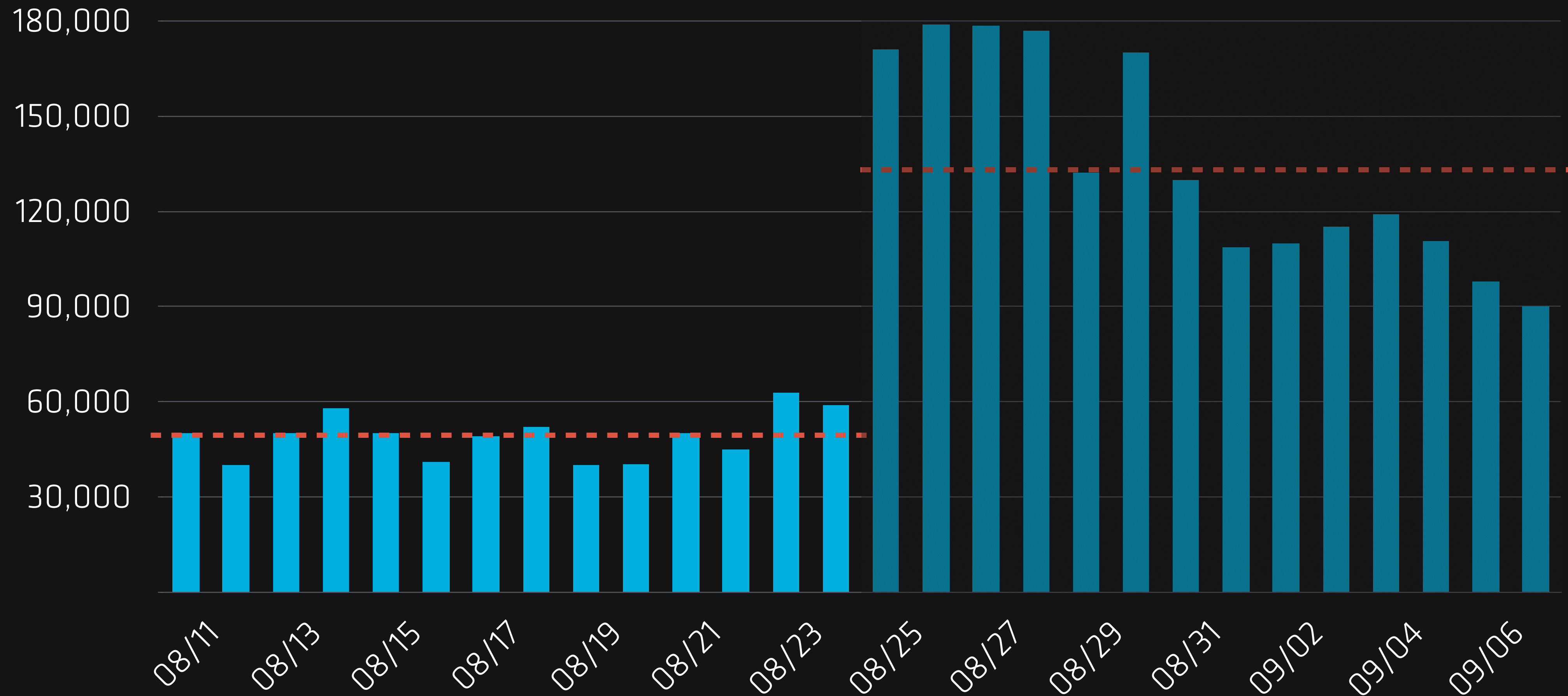
AVERAGE RANK BARELY CHANGED. GOOGLE WAS GENTLE (OR BLUFFING).



BEFORE & AFTER HELPFUL CONTENT UPDATE



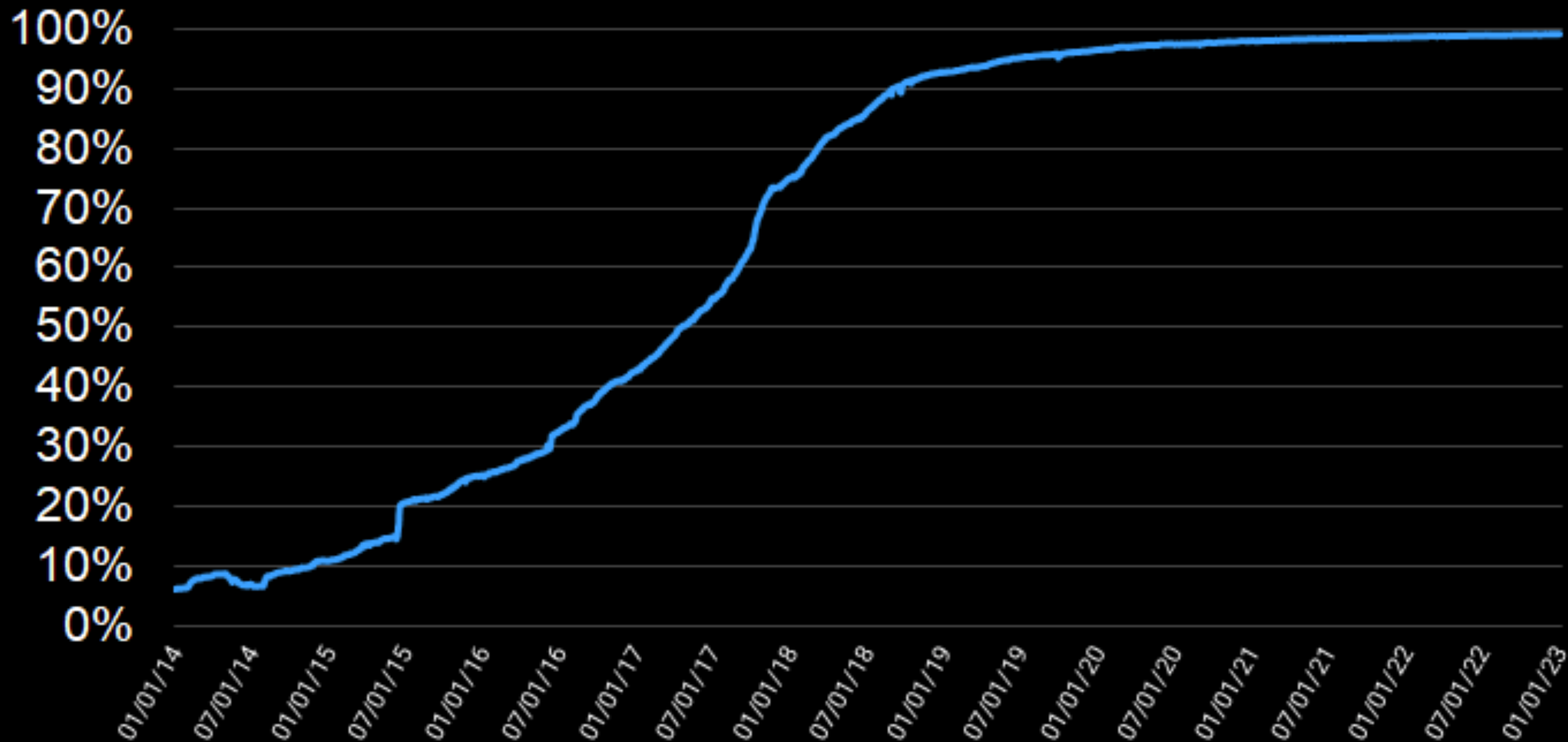
WHITEHOUSE.GOV SERP VISIBILITY



PAGE-ONE HTTPS URLs: AUGUST 2014



PAGE-ONE HTTPS URLs: 2014-2022



HOW DOES GOOGLE KEEP AI POLLUTION OUT OF SEARCH?

With algorithm updates that **manipulate** you.

@THCapper

HOW DOES GOOGLE ENSURE BETTER SEARCH RESULTS THAN APPLE & BING?

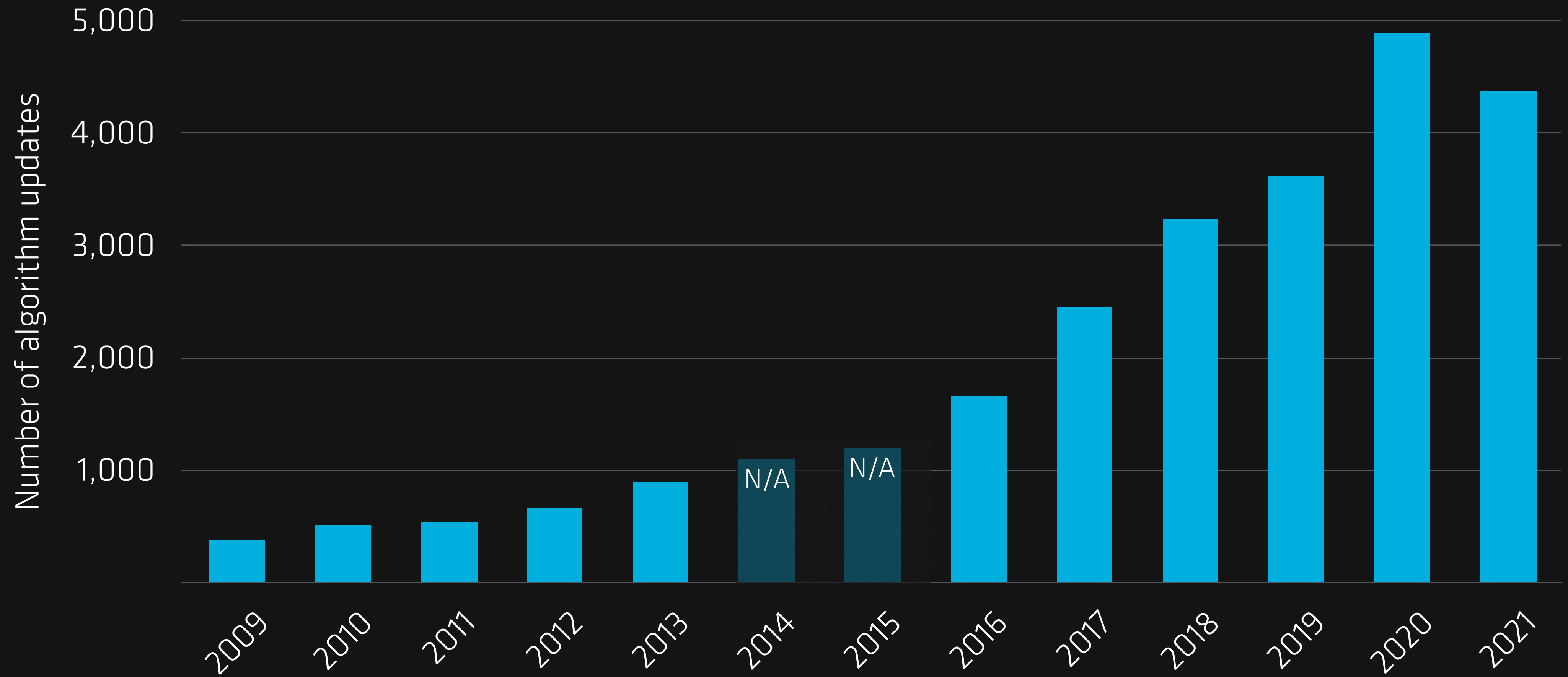
@THCapper

HOW DOES GOOGLE ENSURE BETTER SEARCH RESULTS THAN APPLE & BING?

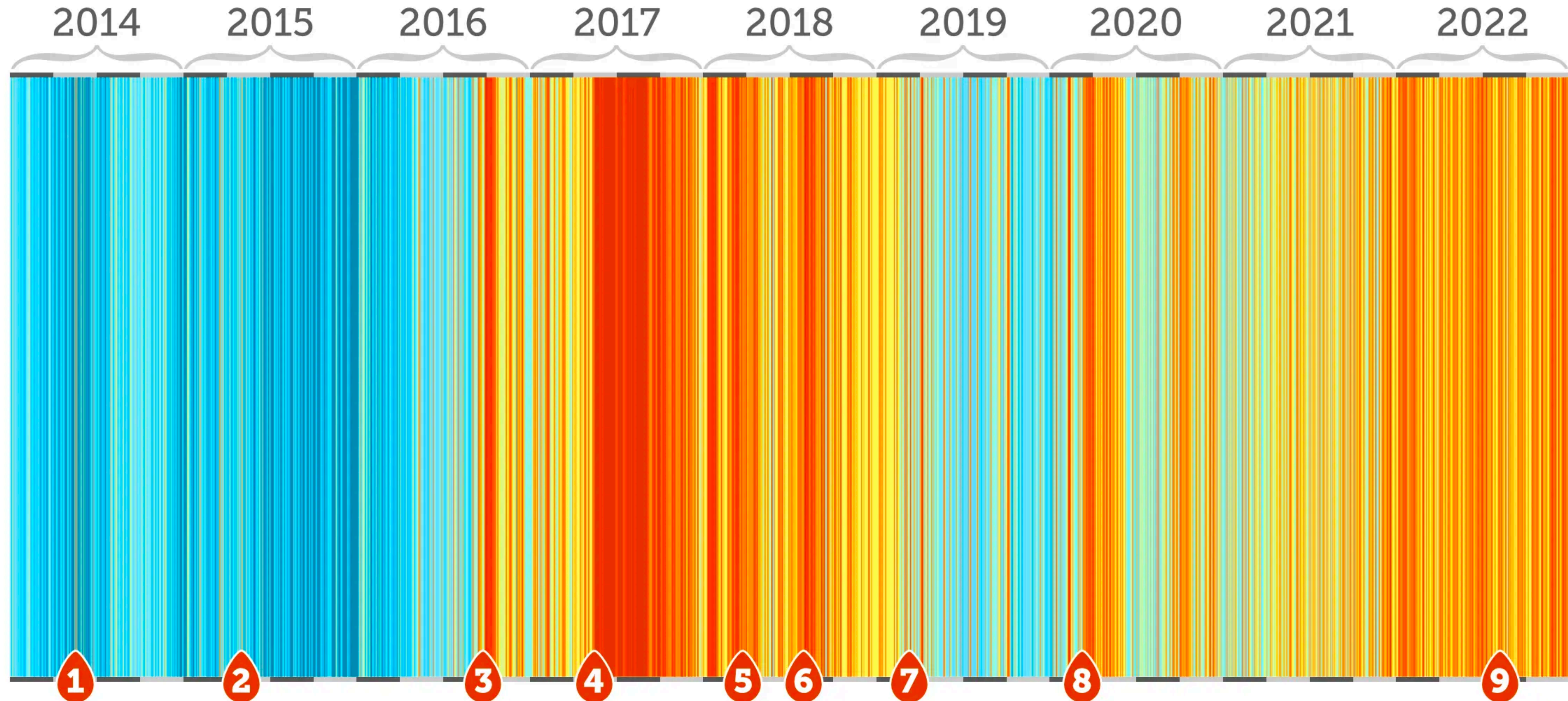
With algorithm updates that give them a **competitive advantage**.

@THCapper

GOOGLE MAKES A LOT OF UPDATES



Google Algorithm Temperatures (2014–2022)



- 1 Panda 4.0/#26 (95°)
- 2 Quality Update (92°)
- 3 Penguin 4.0/R-T (113°)

- 4 Unknown Update (114°)
- 5 Mobile-first Index (104°)
- 6 Medic/Core Update (114°)

- 7 March 2019 Core (101°)
- 8 COVID Pandemic (104°)
- 9 Data Center Fire (124°)



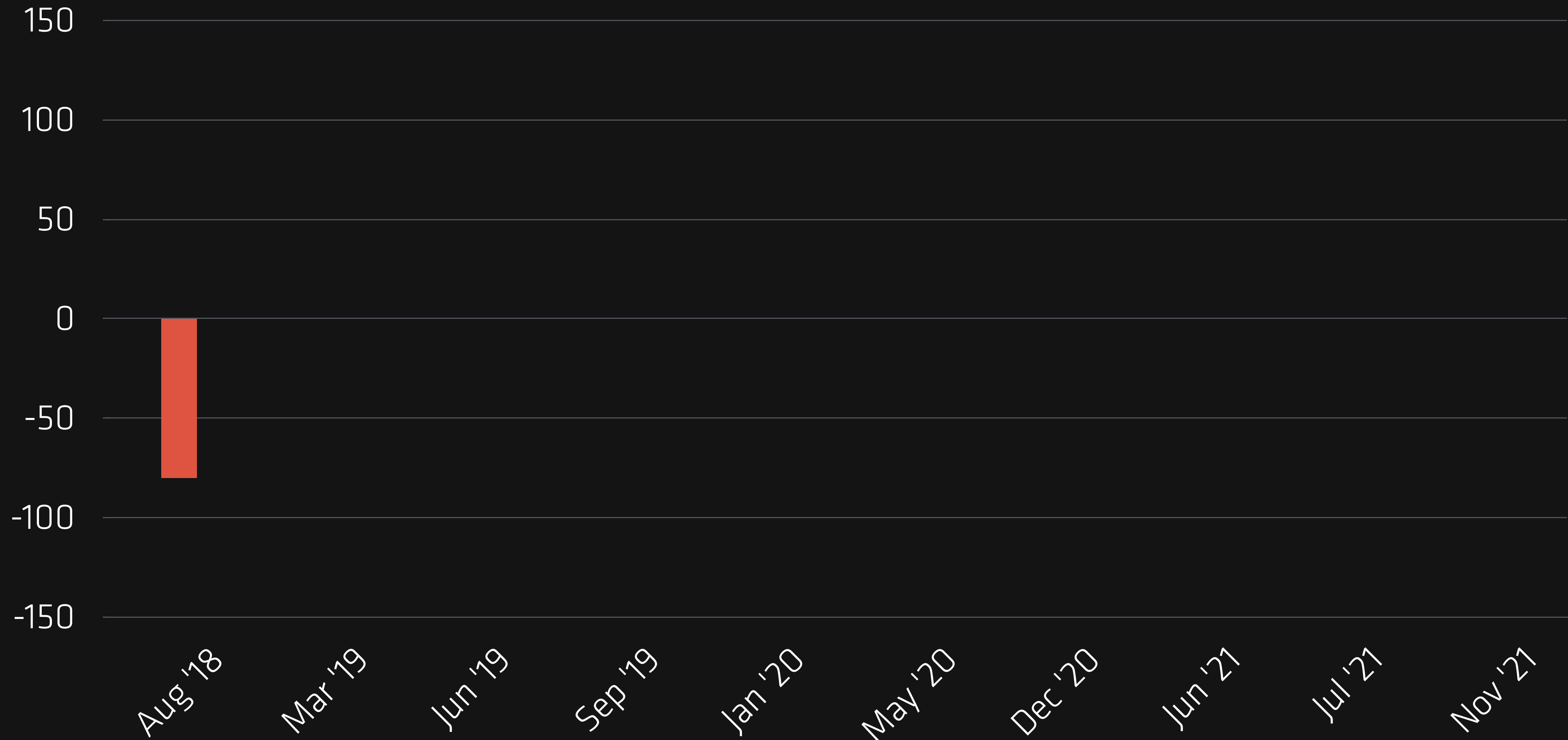
■ <58° ■ 58°-65° ■ 65°-72° ■ 72°-79° ■ 79°-86° ■ 86°-93° ■ 93°-100° ■ >100°

“Just make good content.”

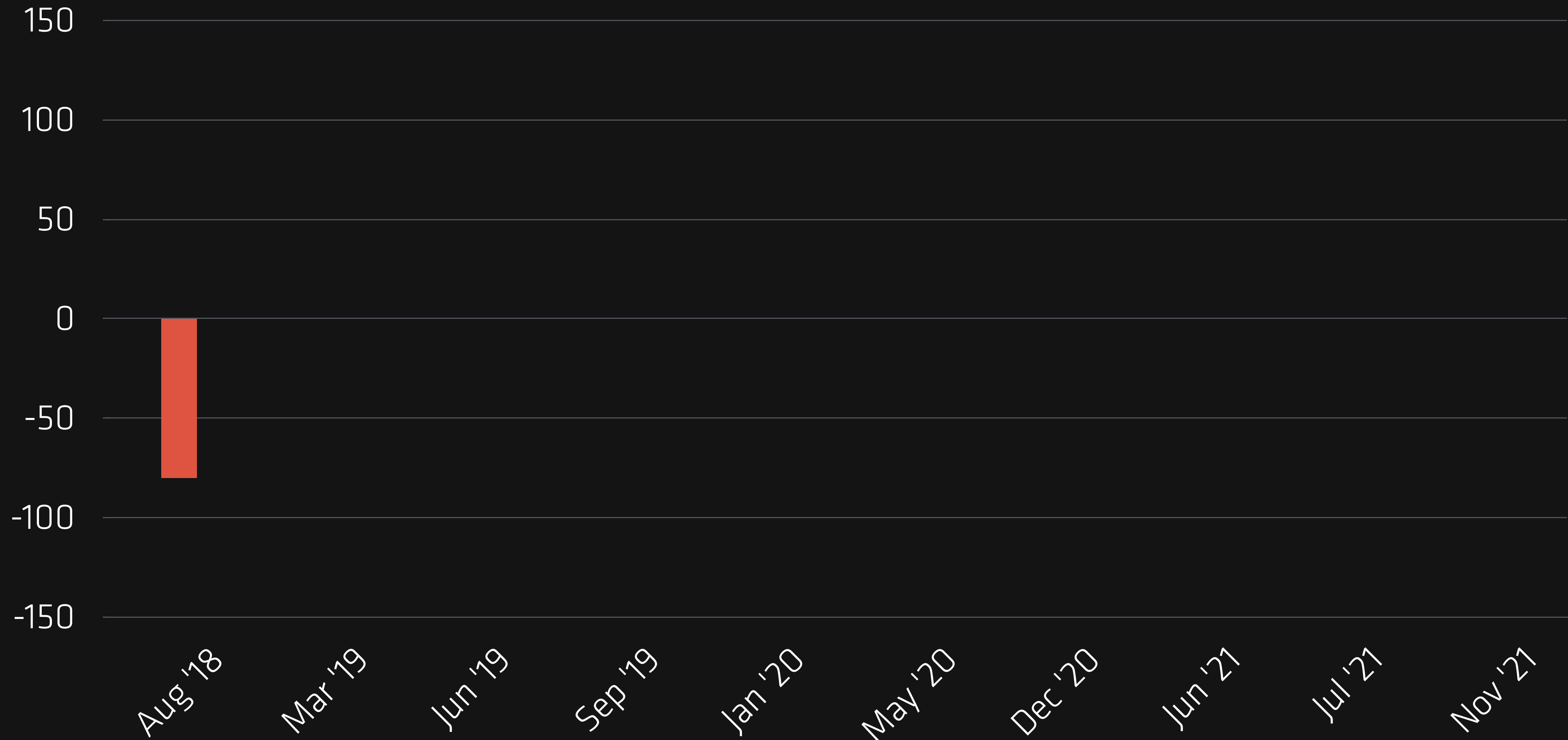
- GOOGLE

@THCapper

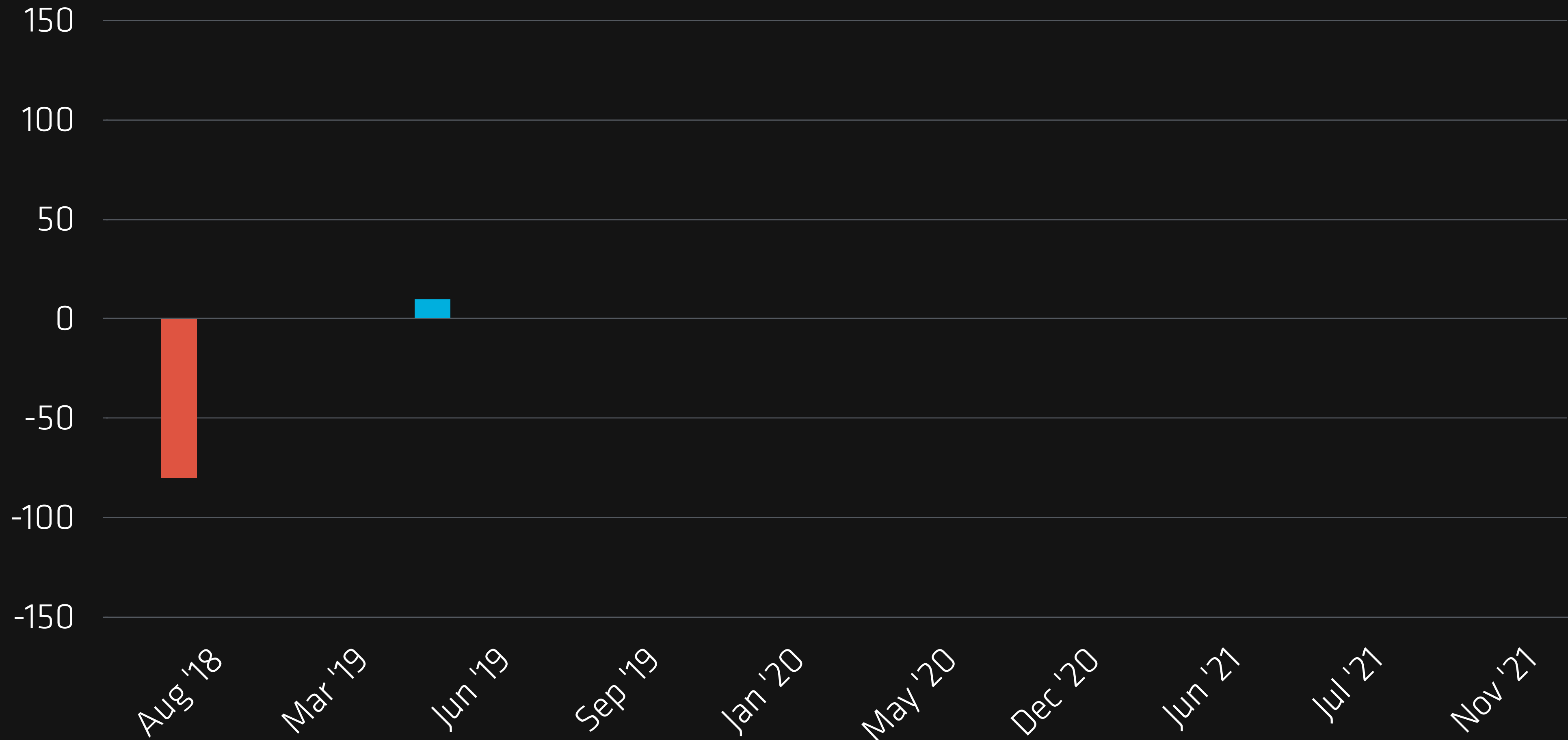
REUTERS.COM VISIBILITY IN MOZCAST CORPUS



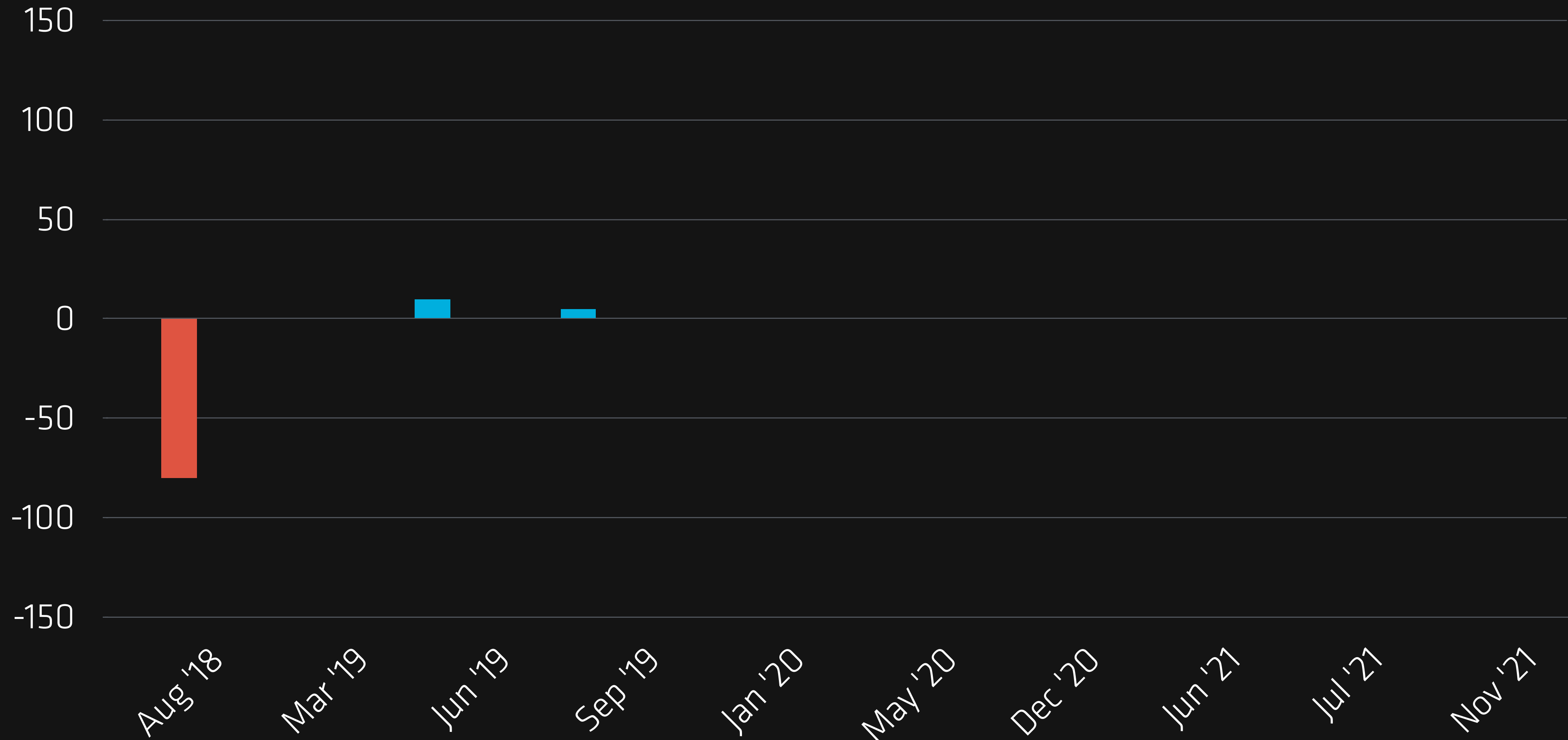
REUTERS.COM VISIBILITY IN MOZCAST CORPUS



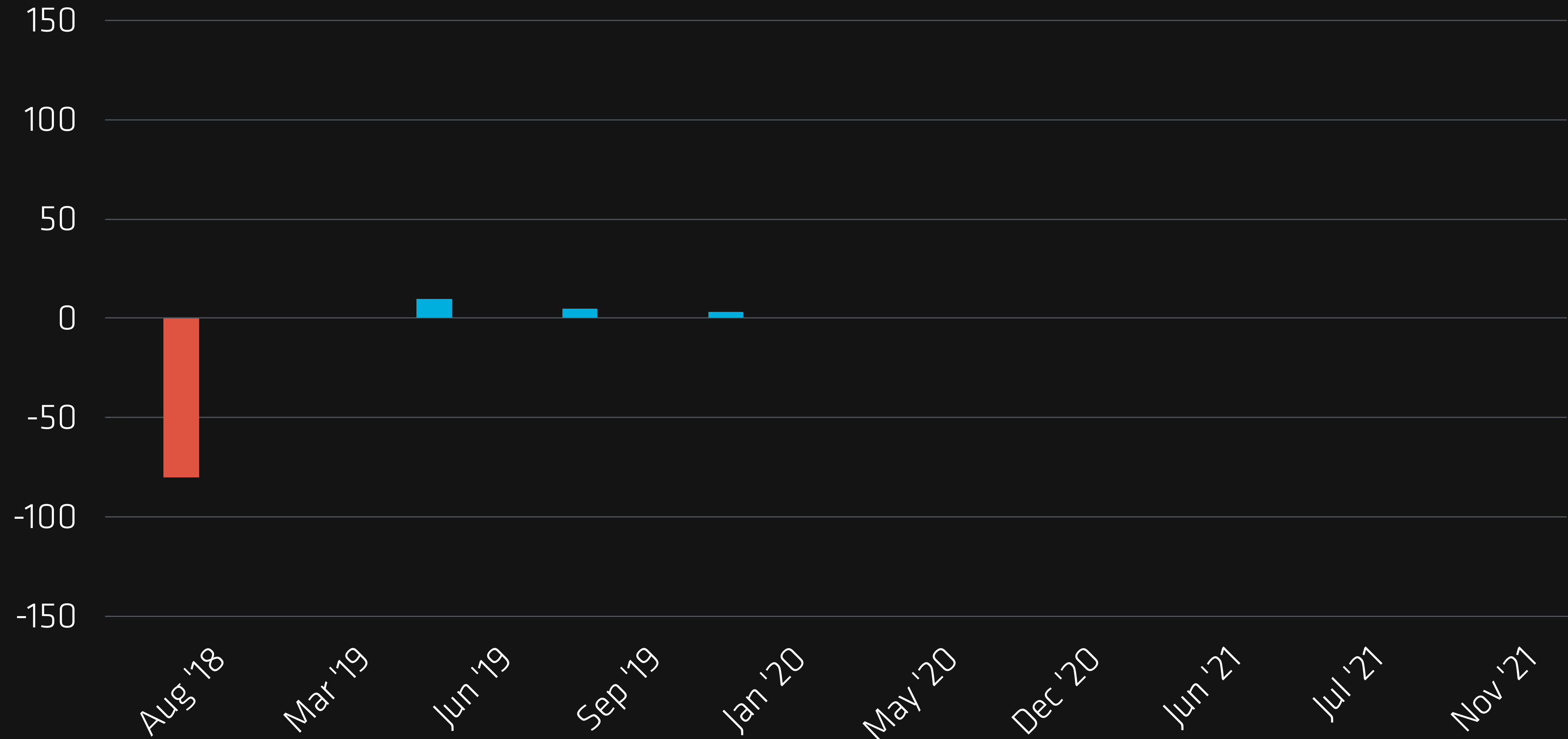
REUTERS.COM VISIBILITY IN MOZCAST CORPUS



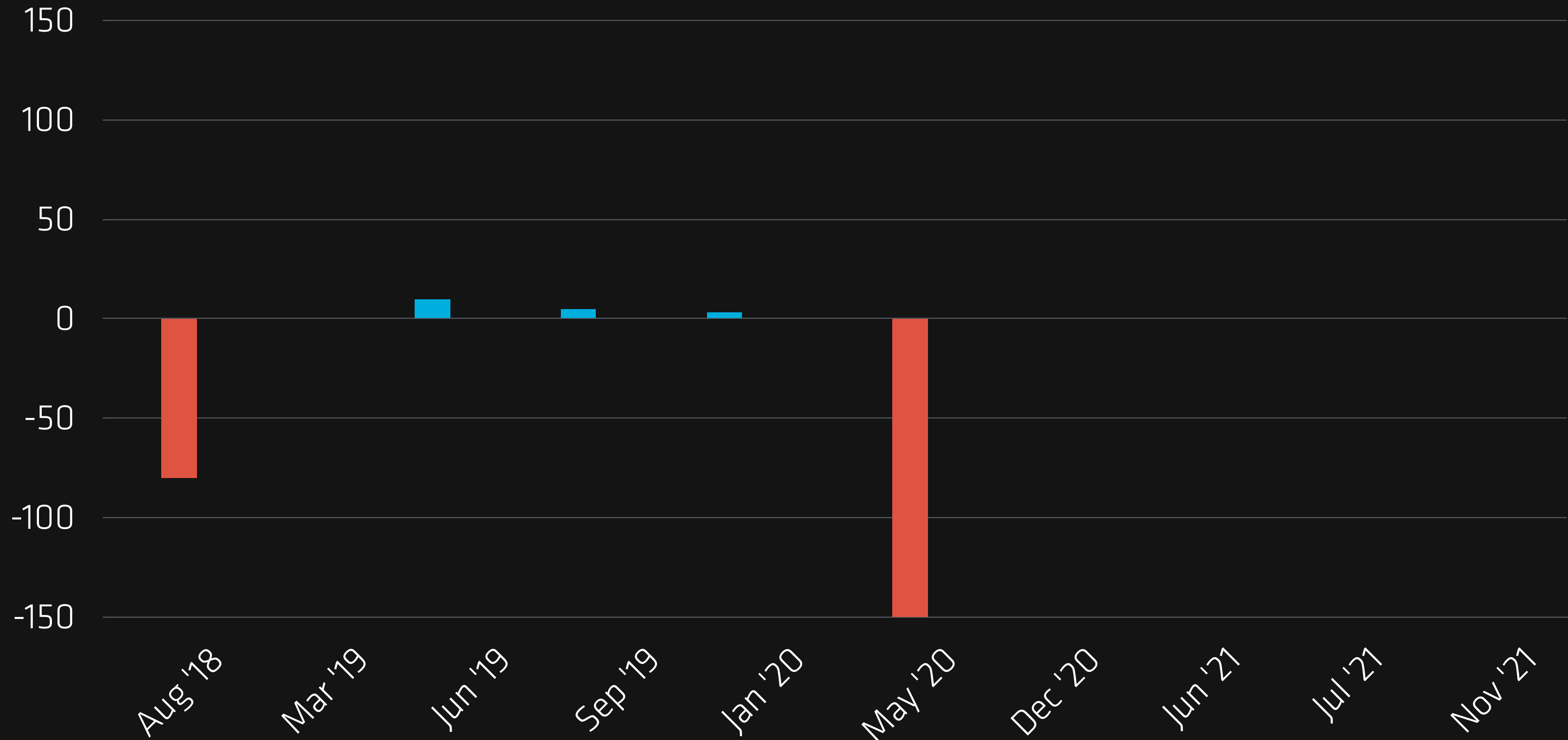
REUTERS.COM VISIBILITY IN MOZCAST CORPUS



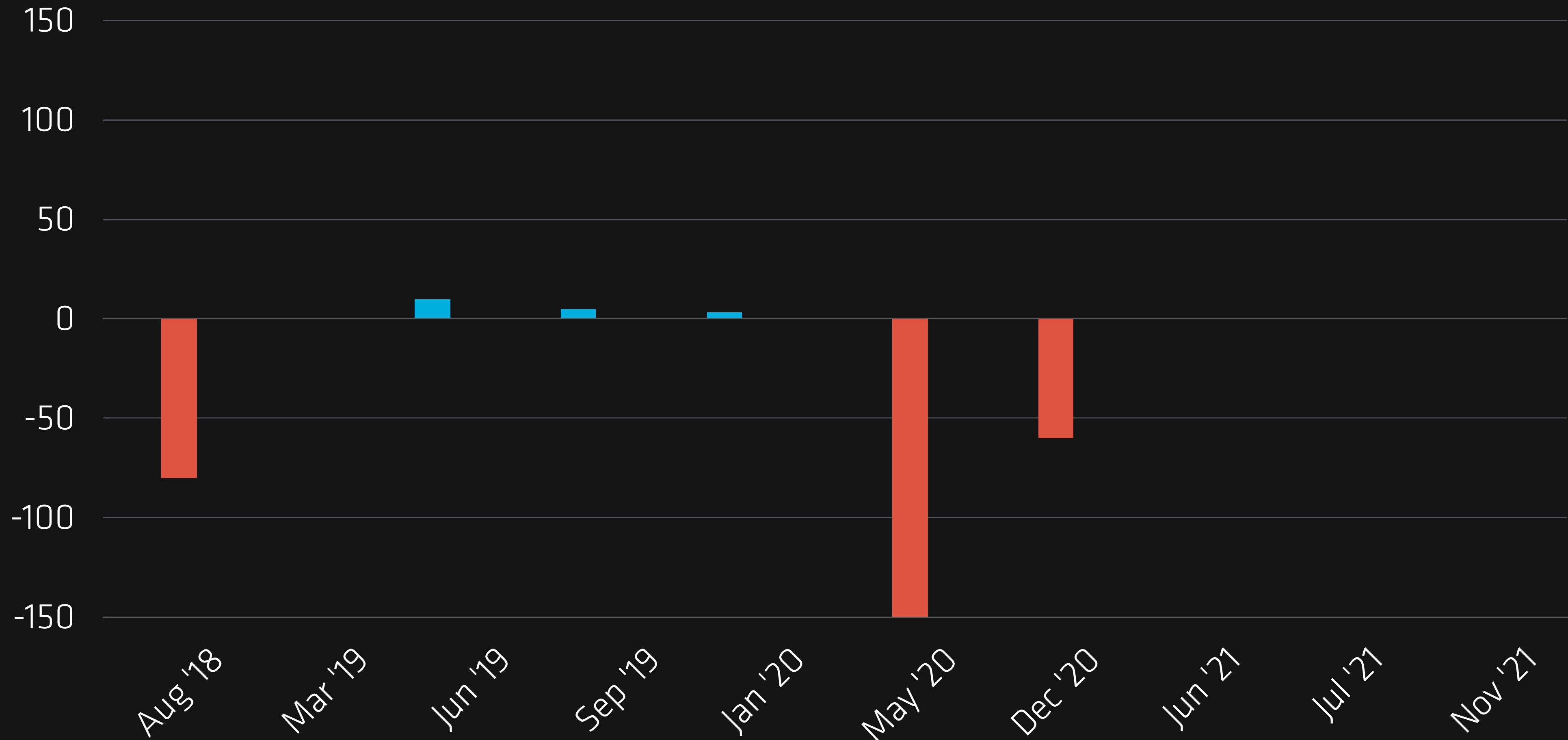
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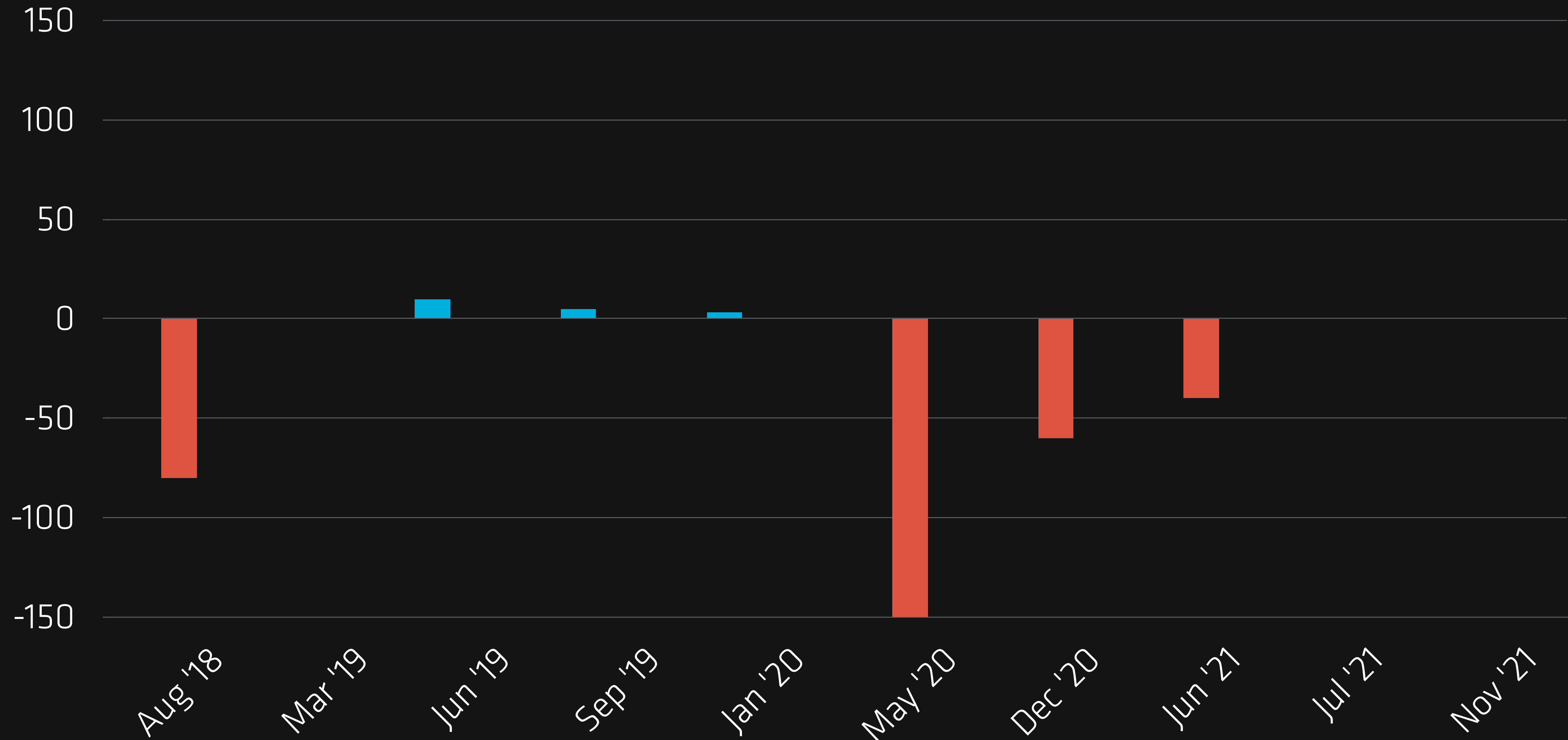
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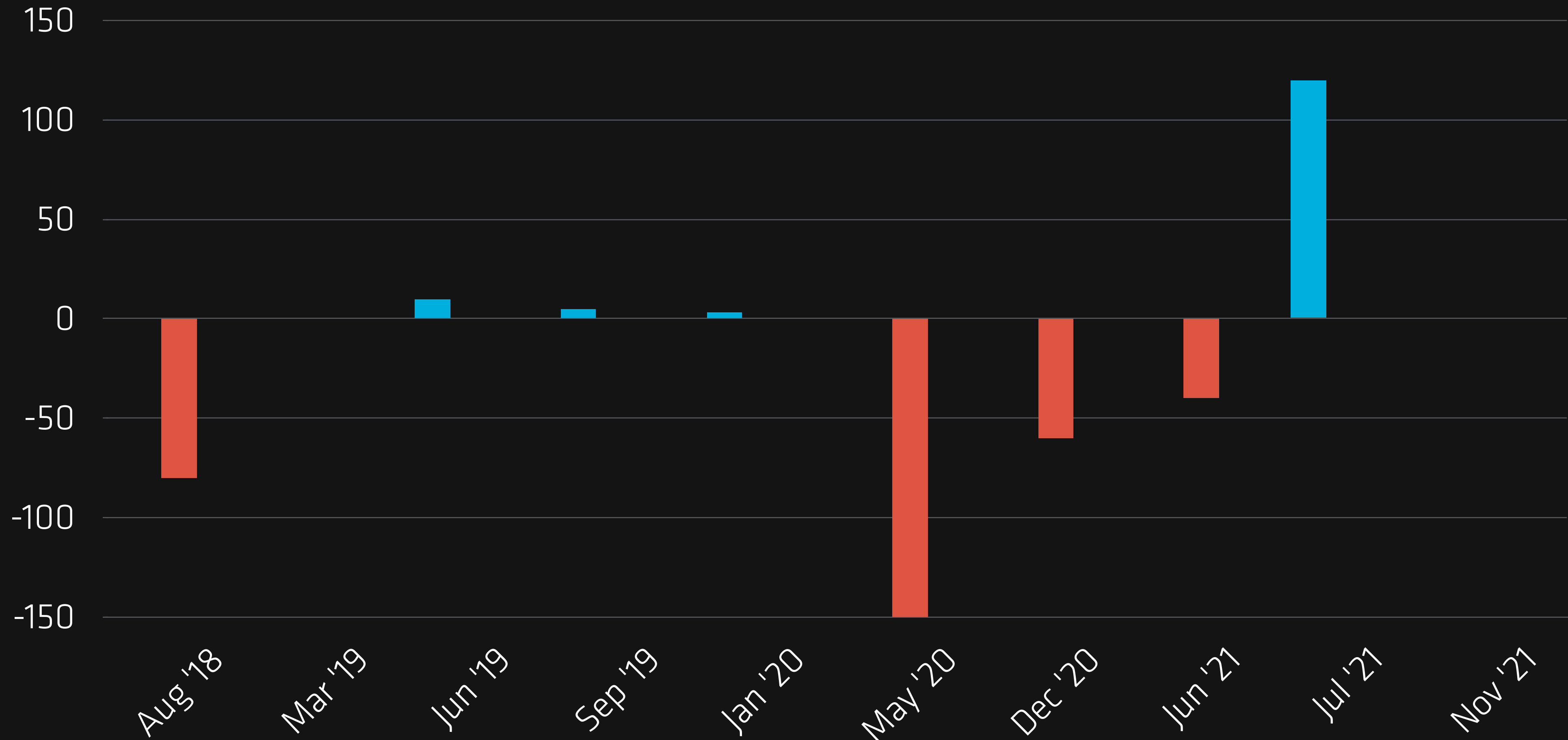
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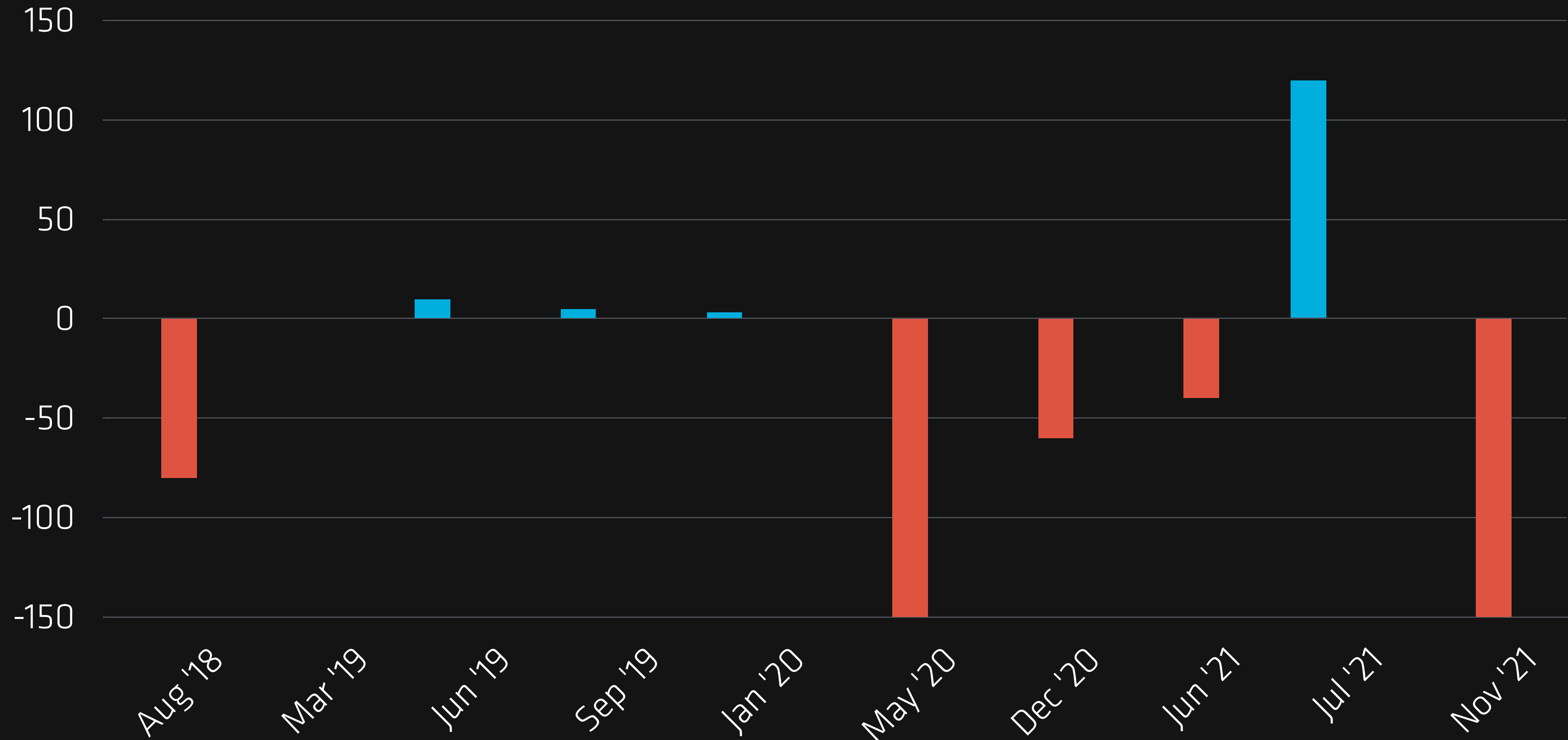
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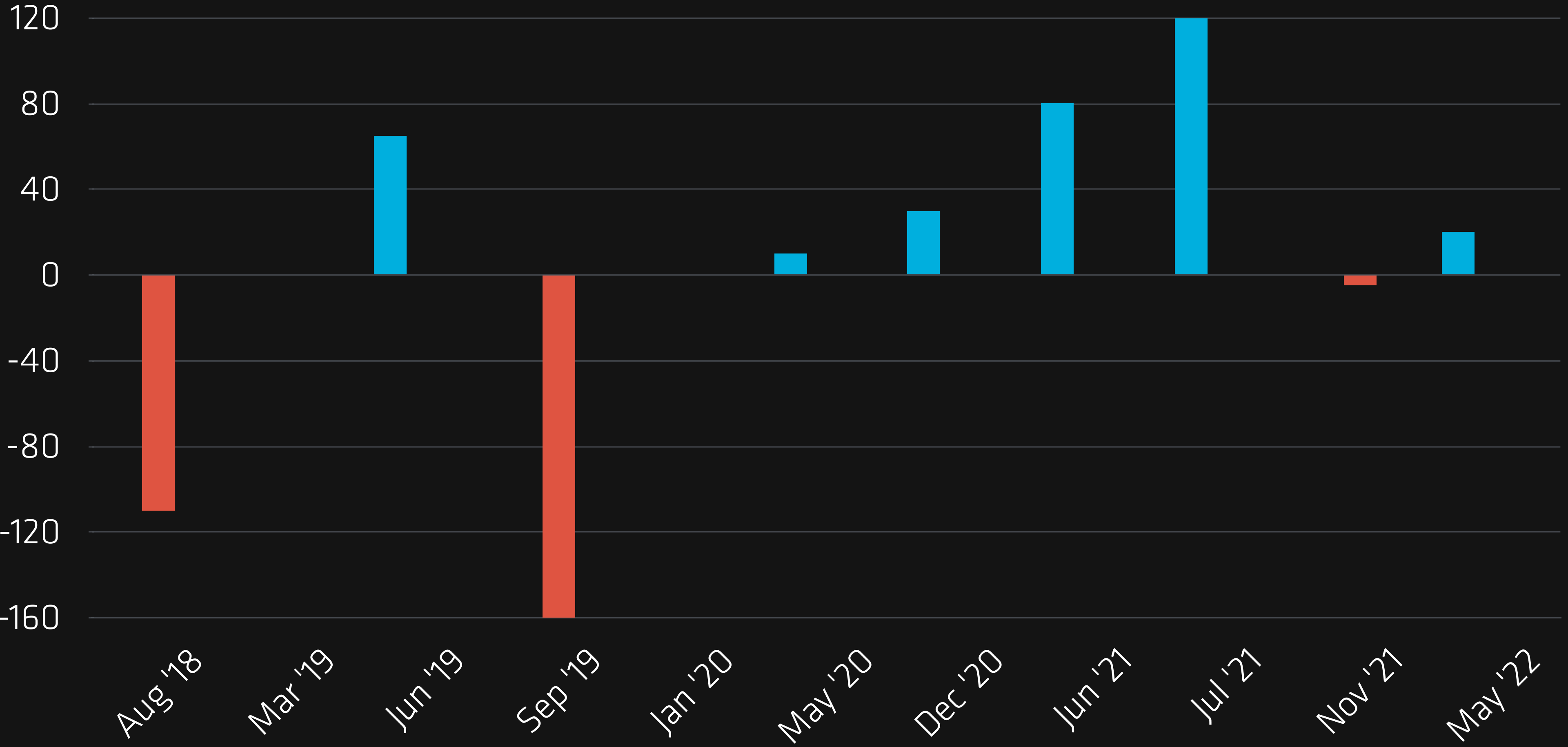
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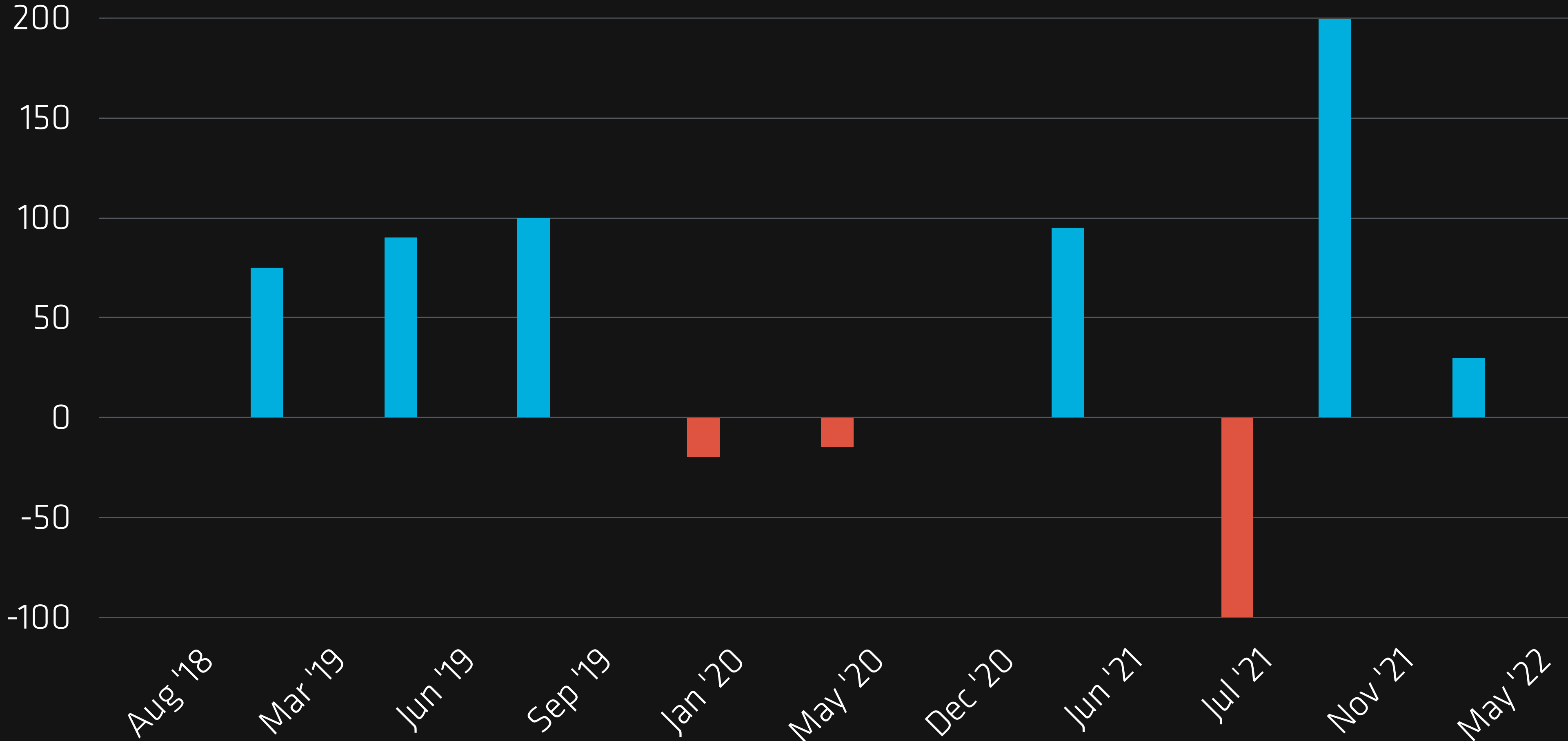
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**NOBODY IS IMMUNE TO
GOOGLE'S WILD RIDE.**

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TECH

We sat in on an internal Google meeting where they talked about changing the search algorithm — here's what we learned

PUBLISHED MON, SEP 17 2018•10:30 AM EDT | UPDATED TUE, SEP 18 2018•8:17 PM EDT



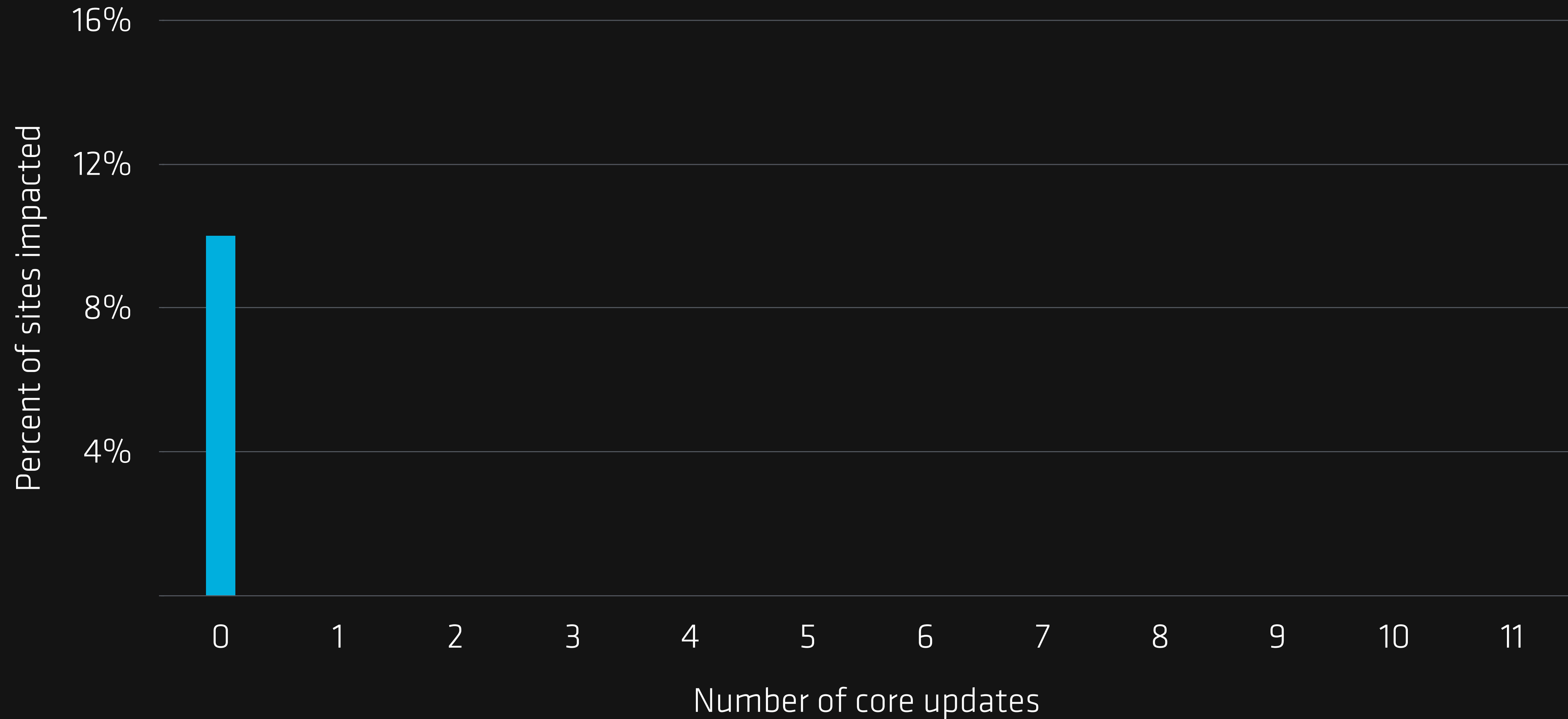
Jillian D'Onfro
@JILLIANILES

SHARE

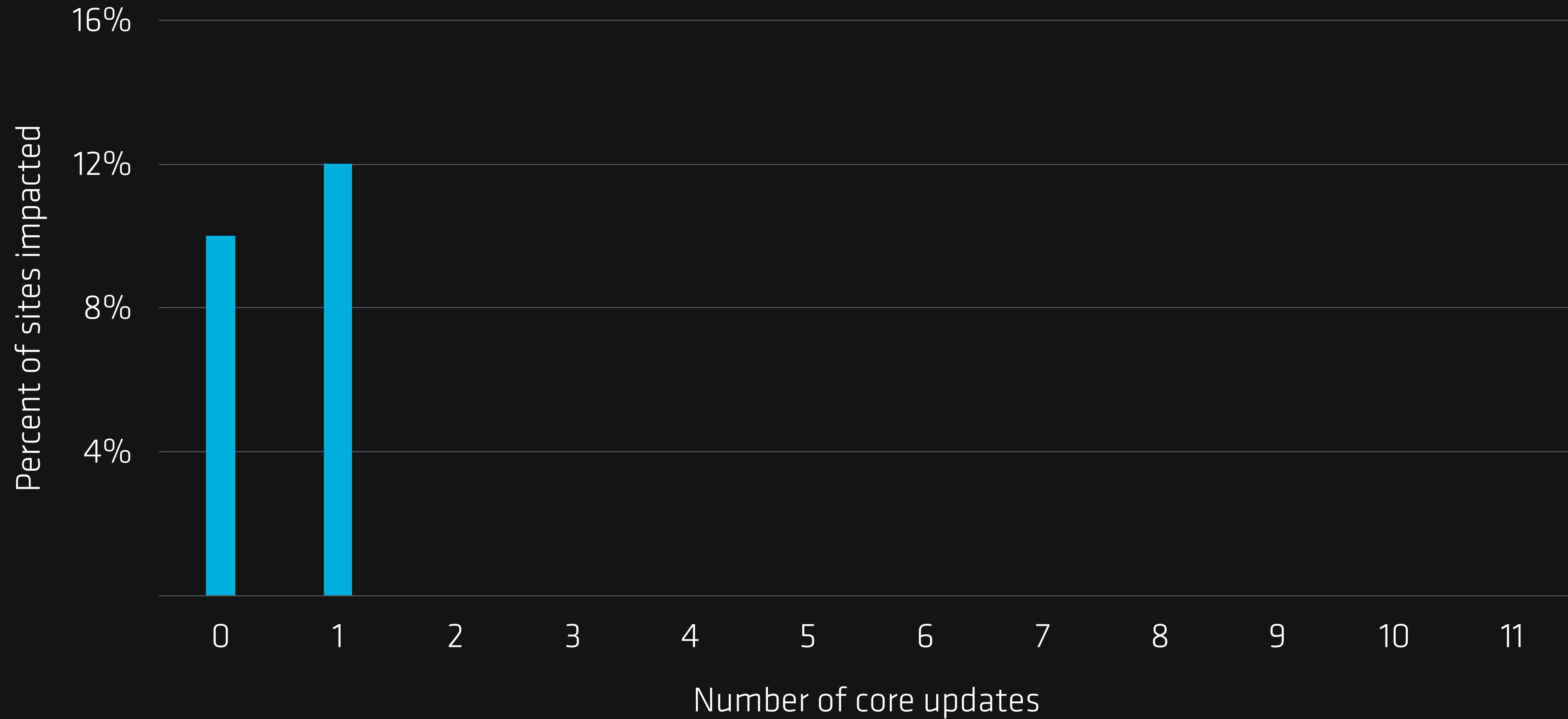
KEY POINTS

- How does Google's search actually work? The answer is both simple and complicated, demonstrable and secret.
- Every time it tweaks its algorithm, it tests the changes with a group of "search quality raters."
- The decision process is predictably data-driven.

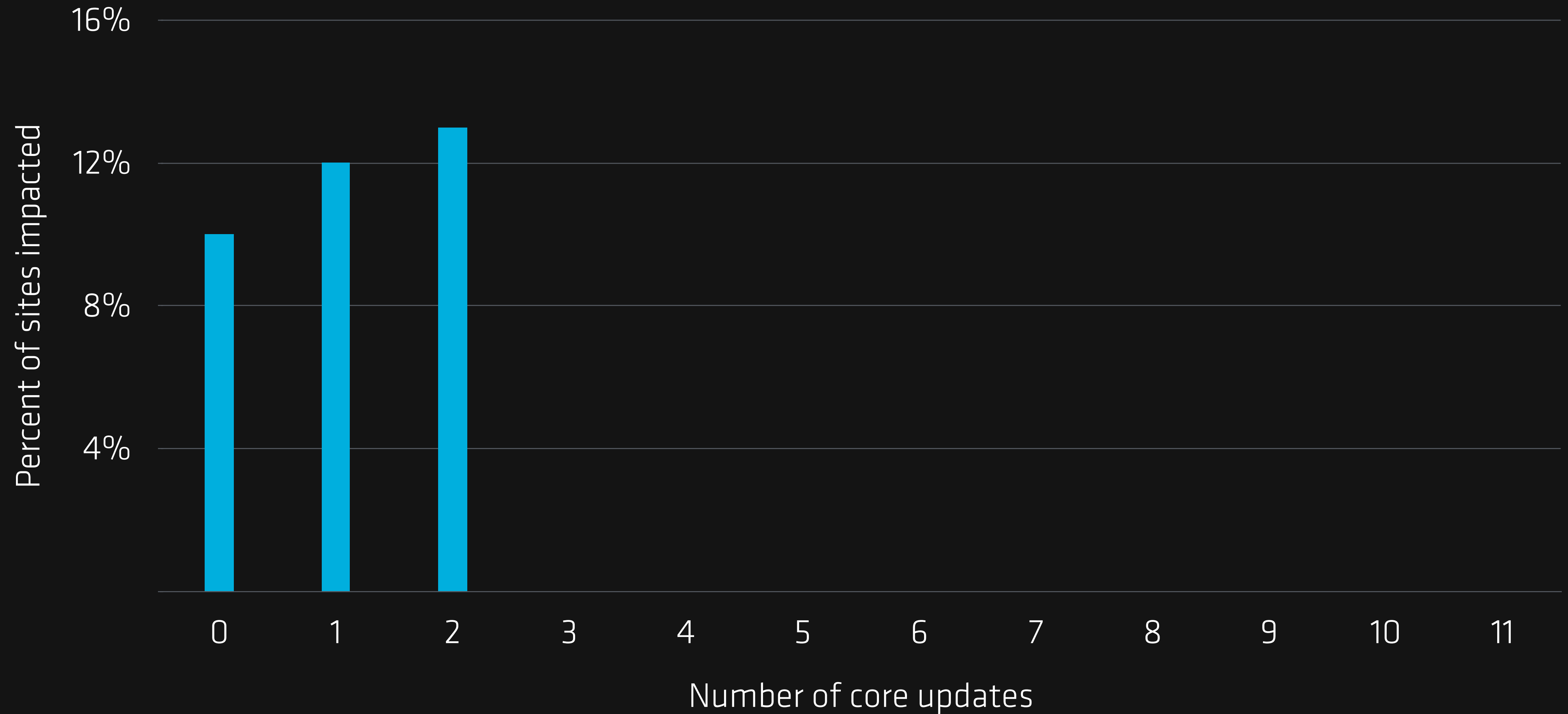
10% OF SITES DODGED A CORE UPDATE



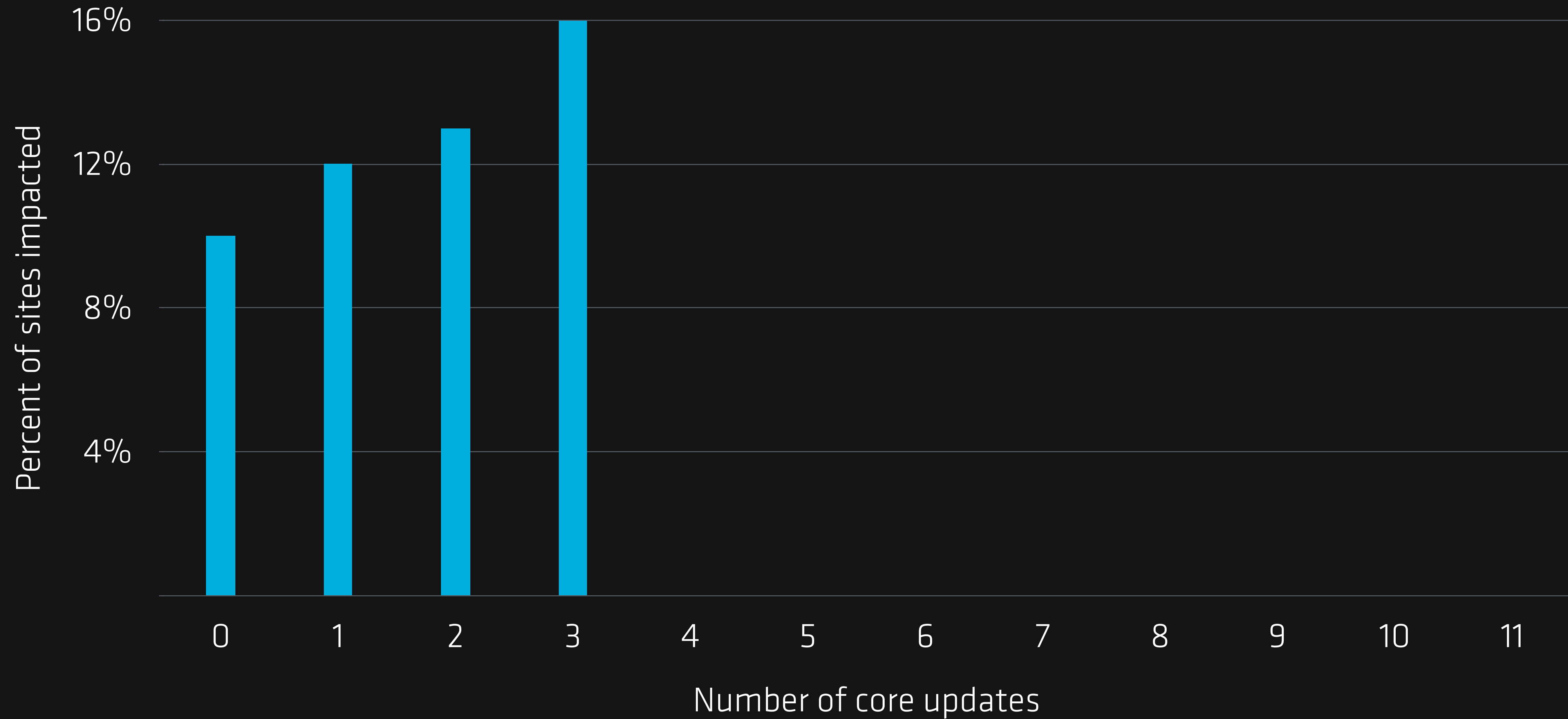
MOST SITES SHOULD CARE ABOUT CORE UPDATES



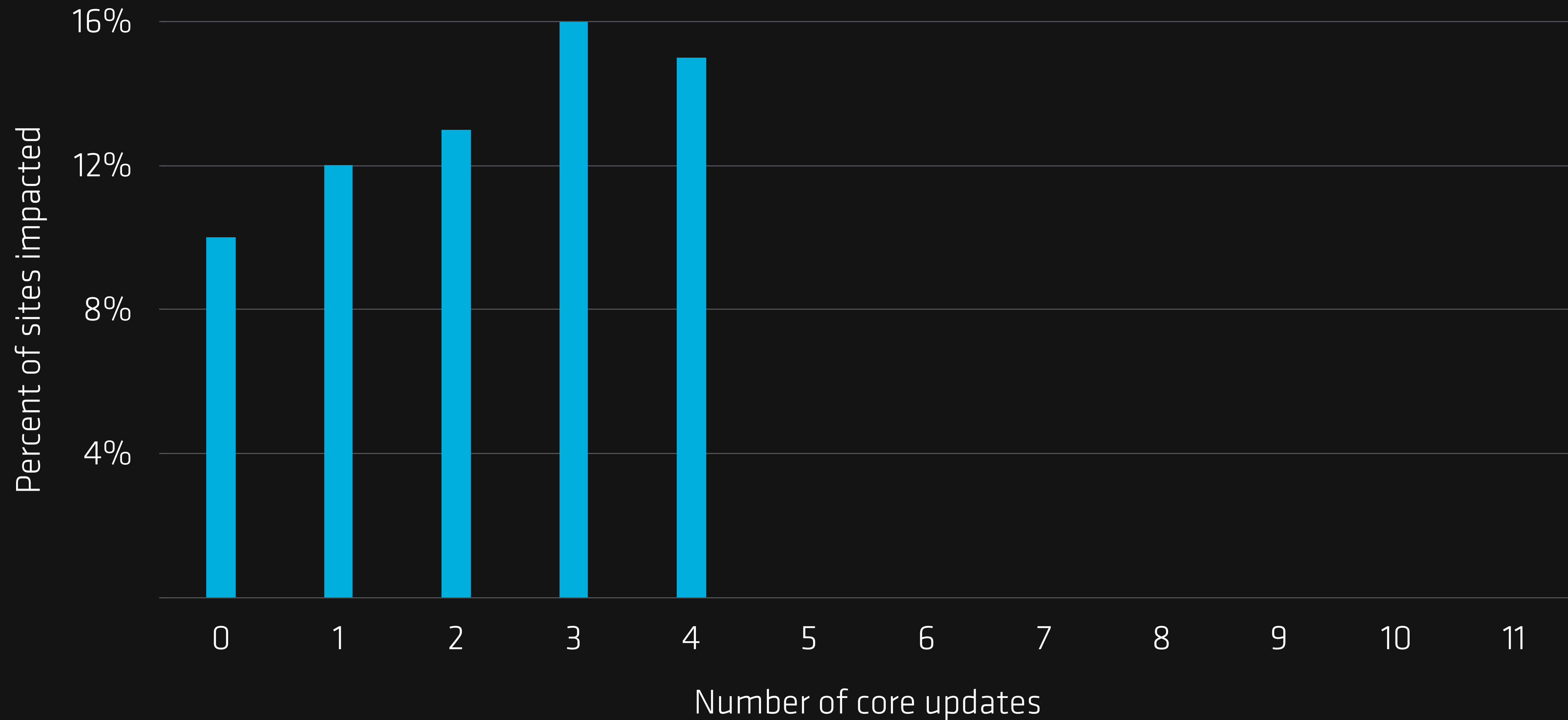
MOST SITES SHOULD CARE ABOUT CORE UPDATES



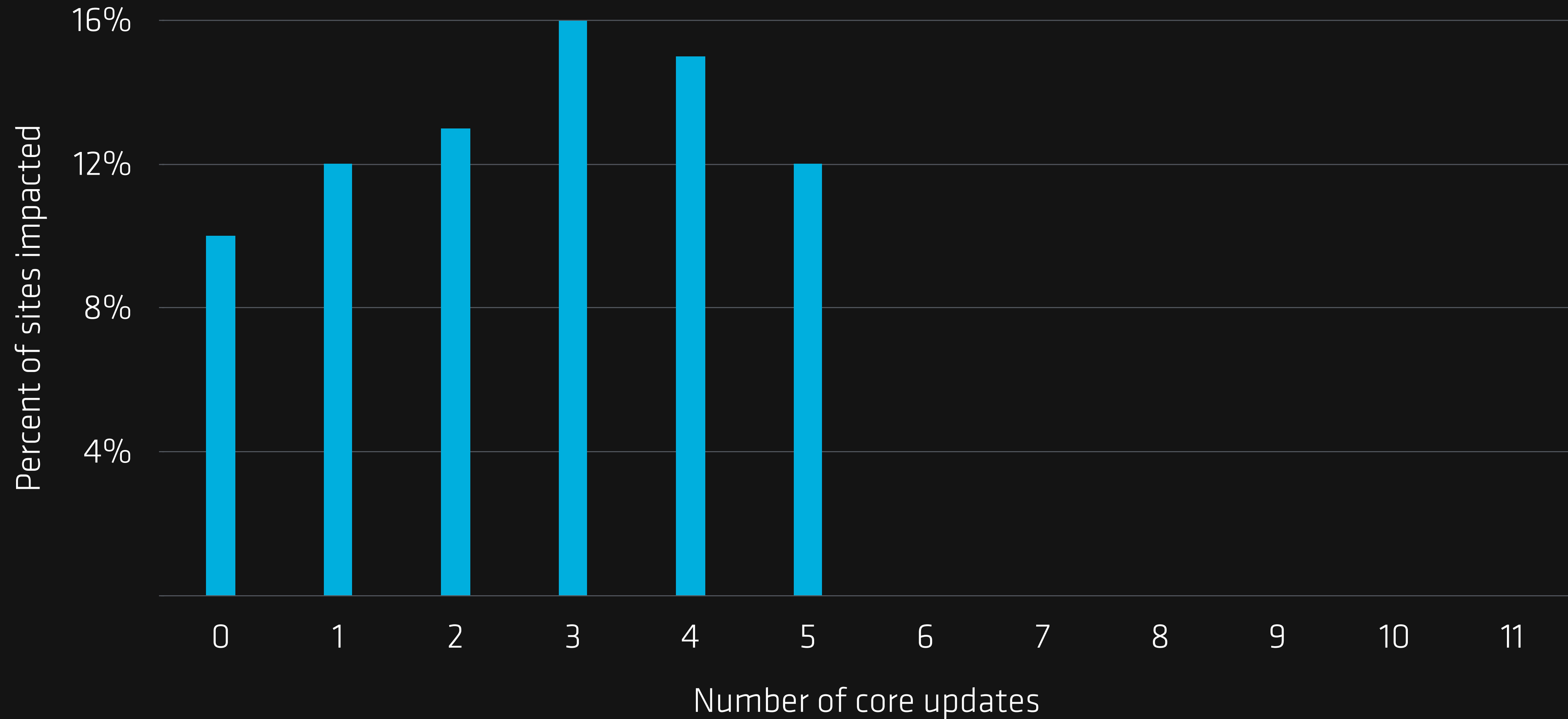
MOST SITES SHOULD CARE ABOUT CORE UPDATES



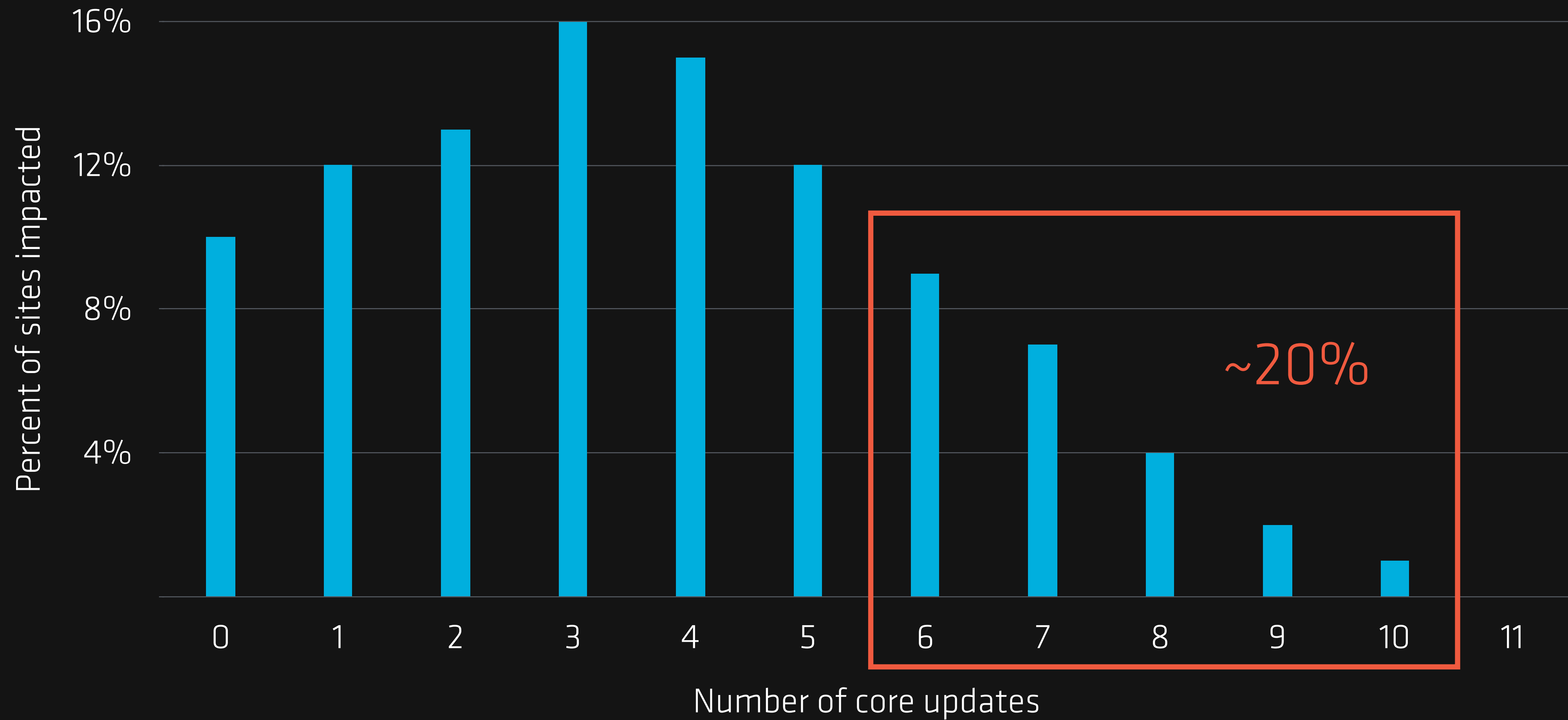
MOST SITES SHOULD CARE ABOUT CORE UPDATES



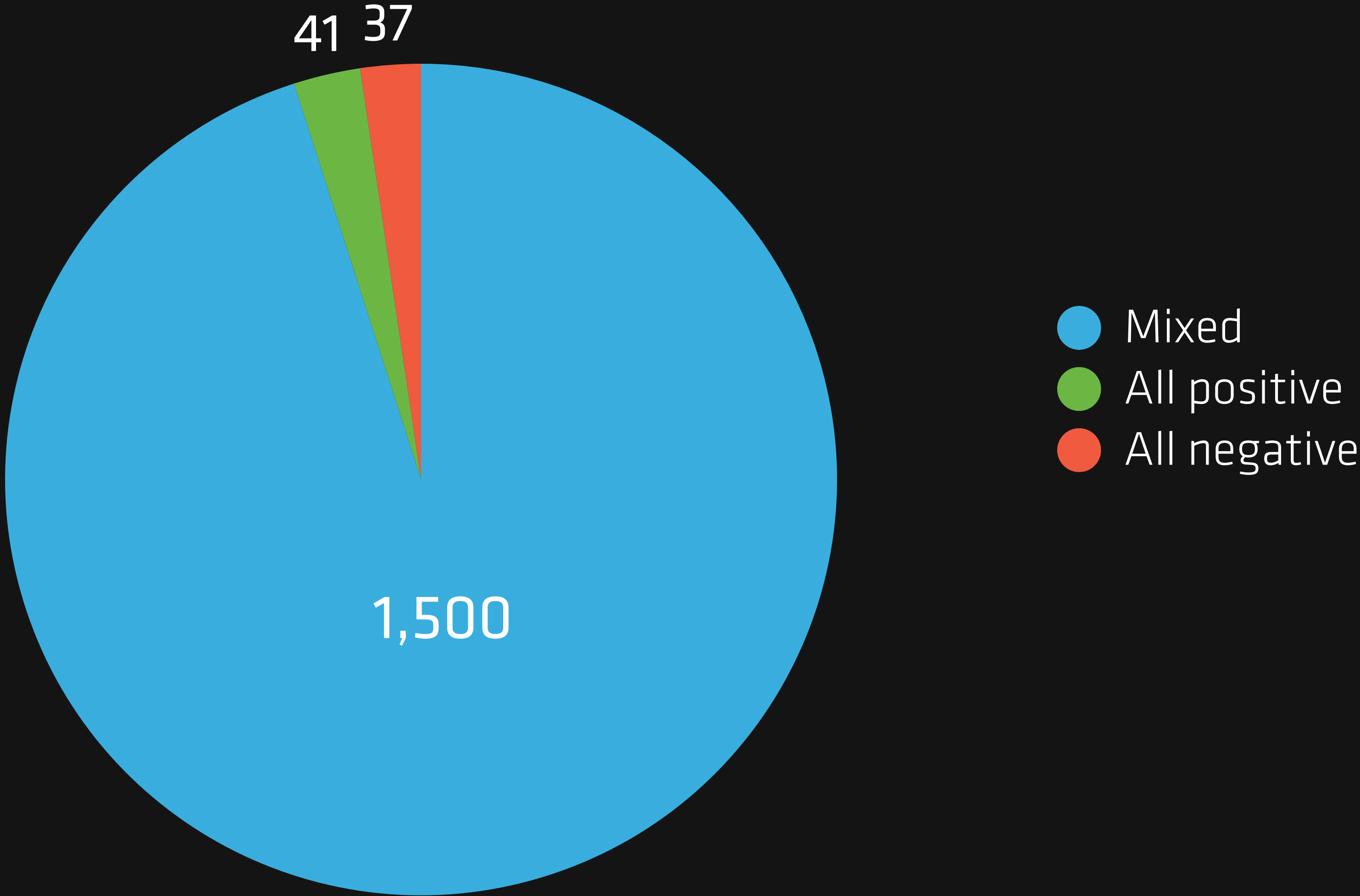
MOST SITES SHOULD CARE ABOUT CORE UPDATES



~20% OF SITES ARE HIT BY MOST UPDATES



THE VAST MAJORITY OF SITES SEE GAINS & LOSSES AFTER CORE UPDATES





**WHAT YOU'LL SEE
MORE OF**

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THREAT

**AI CONTENT ERODES
GOOGLE'S AUTHORITY
ADVANTAGE.**

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THREAT

**AI CONTENT ERODES
GOOGLE'S AUTHORITY
ADVANTAGE.**

RESPONSE

**MORE EMPHASIS ON
ATTRIBUTION.**

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THREAT

**BING AND APPLE
CLOSE THE SEARCH
QUALITY GAP.**

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THREAT

**BING AND APPLE
CLOSE THE SEARCH
QUALITY GAP.**

RESPONSE

**CONSTANT
ALGORITHM FLUX.**

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THREAT

QUICK ANSWERS.

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THREAT

QUICK ANSWERS.

RESPONSE

COMPLEX SERPS.

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SEO CHALLENGE

- Emphasis on attribution.
- Constant flux.
- Complex SERPs.

SEO STRATEGY

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SEO CHALLENGE

- Emphasis on attribution.
- Constant flux.
- Complex SERPs.

SEO STRATEGY

- Focus on brand and authorship.

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SEO CHALLENGE

- Emphasis on attribution.
- Constant flux.
- Complex SERPs.

SEO STRATEGY

- Focus on brand and authorship.
- Play the long game.

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SEO CHALLENGE

- Emphasis on attribution.
- Constant flux.
- Complex SERPs.

SEO STRATEGY

- Focus on brand and authorship.
- Play the long game.
- Your site as a destination and careful tracking.

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